Deepika Dubey

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PROFESSIONAL SUMMARY

Versatile **Product Manager** with strong coding background in **Android Development** and **Frontend Engineering**, blending technical depth with product strategy. Delivered impact by driving **12% higher retention** and **15% engagement growth** through **A/B testing**, **KPI tracking**, and **data-driven roadmaps**. Skilled in **stakeholder management**, **backlog grooming**, and leading **cross-functional teams** to ship scalable, user-centric products with measurable business outcomes.

EDUCATION

Ajay Kumar Garg Engineering College   08/2022 – 06/2026
*B.Tech. in Artificial Intelligence & Machine Learning – **CGPA: 8.25***   *Ghaziabad, India*

EXPERIENCE

Product Technical Lead Intern, THATha Business Development   07/2025 – Present
Product Development, UI/UX, Frontend Architecture   *Bangalore, India*
- Architected **SaaS workflows** with multi-tenant design and modular service architecture.
- Built scalable **frontend platforms** in React.js & TypeScript; integrated REST APIs with SQL-backed services.
- Owned **PRDs, roadmaps, and product lifecycle** from scoping to release and iteration.
- Collaborated with **design, AI, and mobile teams**; drove **A/B testing** & usability studies to refine UX.
- Analyzed product metrics (retention, engagement) for **data-driven feature prioritization**.

Android Developer, Software Incubator – SDC SI   08/2023 – 11/2023
Mobile Development, API Integration, Testing   *Ghaziabad, India*
- Delivered Android features using **Kotlin & Jetpack Compose** with clean architecture (MVVM).
- Integrated REST APIs with local **Room DB**, enhancing offline usability and app performance.
- Worked in agile sprints; collaborated with designers to refine UI and improve usability.

PROJECTS

Kiwiz – AI Printable | React.js, TypeScript, API, UI/UX   06/2025 – Present
- Developed a **React-based frontend** with seamless API integration for dynamic, real-time printable learning content.
- Designed intuitive **UI/UX in Figma**, focusing on accessibility and engagement for early learners.
- Conducted **prototype testing and design iterations**, refining workflows for smoother user experience.

Nykaa – First-Time User Experience Case Study | Product Strategy, UX Research, Data Analysis   08/2025
- Analyzed coupon redemption and checkout flow causing **10–15% first-order loss** among new users.
- Proposed a **Coupon Reservation System**, Smart Retry Flow, and instant support chatbot to rebuild user trust.
- Benchmarked competitors and created actionable recommendations improving first-order conversion and satisfaction.

TECHNICAL & PRODUCT SKILLS

Product Management:	Roadmapping, PRD Writing, Market Research, KPI Analysis, User Journey Mapping, A/B Testing, Product Analytics
Frontend:	React.js, React Native, TypeScript, JavaScript, HTML, CSS
Android:	Kotlin, Jetpack Compose, MVVM
Databases:	SQL, Room DB
Design:	Figma, Wireframing, Prototyping, UI/UX Testing
Practices:	Agile/Scrum, API Design & Integration, Iteration, Release Management
Tools:	Git, GitHub, JIRA, Trello, Vercel, Looker Studio
Soft Skills:	Collaboration, Strategic Thinking, Communication, Problem-Solving, Stakeholder Management

HOBBIES & INTERESTS

- Dancing
- Watching Suspense Movie

ACHIEVEMENTS

- 3-Star (1745) on CodeChef; Top 6.7k globally
- Top 5 in ECE branch; upgraded to AI & ML
- 2nd place in Monoact (SPOTLIGHT)
- Guinness World Record (Largest Rangoli)
- Creative Writing award; invited by DM
- Led 30-member dramatics society team