





GAURAV KUMAR

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SUMMARY

AI Product Manager with 0→1 experience building and scaling AI-first products. Currently owning core workflow systems at a B2B AI startup serving Series A/B SaaS teams. Strong background in user discovery, PRDs, MVP scoping, and cross-functional execution across engineering and customer success. Proven record of shipping LLM-powered products driving **75% reduction in content creation time** and scaling to **\$10K MRR**. Founder experience building and validating AI-driven platforms across backend systems, automation, and applied ML.

EDUCATION

Indian Institute of Technology, Kharagpur B.Tech	Jul 2019 - Apr 2023 CGPA: 7.89/10
RPS Public School Senior Secondary Examination	2018 95%

EXPERIENCE

KiwiQ AI | Founder's Office — Product (AI Platform) Jan 2025 - Present

- Led product design and end-to-end execution of an **LLM-powered content intelligence platform**, owning PM operations across teams including backlog ownership, weekly prioritisation, rapid prototyping, and continuous release cycles
- Scaled V1 product to **\$10K MRR (30 customer teams)**, defining content quality and workflow success rates as north-star metrics
- Transitioned platform from **static step-based workflows (V1)** to **dynamic multi-agent systems (V2)** with HITL checkpoints, improving adaptability and output quality
- Designed agentic workflows where LLMs decompose tasks and agents execute modular skills; reduced content time-to-publish by **75%** using **350+ user feedback inputs**
- Defined technical product requirements across **API-first architecture (300+ endpoints)** and **WebSocket infrastructure**, enabling multi-threaded AI conversations
- Partnered with frontend engineers on **backend-driven UI systems** rendering AI outputs across **12+ content patterns**
- Drove roadmap trade-offs, including **deprioritising content repurposing journey** due to missing external data/SEO integrations, reallocating effort to higher-ROI workflows

Automation Project | Chick-fil-A (US-based QSR Chain) 2025

- Automated overtime and compliance reporting for 100+ employees, cutting effort from **50 hours/month** to **<10 minutes per outlet** and reducing approval turnaround by **95%**
- Owned end-to-end delivery from problem discovery and requirements to system design, automation logic, deployment, and stakeholder validation

Pixel Ads | Founder — AI-driven Outdoor Advertising May 2024 - Dec 2024

- Conducted discovery with **30 advertisers and 10 agencies** to define ICP, core pain points, and MVP scope
- Identified restricted in-market hardware as the core bottleneck to data availability; redesigned the system using modular hardware, reducing costs by **20%** and enabling large-scale data collection and AI-driven analysis.
- Authored backend PRDs and prioritised roadmap to capture street-level imagery and extract **geographic and audience attributes** for targeting intelligence, executing live pilots across **2 vehicles over 7 days**
- Led regulatory and scalability assessment across cities; made the decision to shut down the venture due to fragmented policy risk despite technical validation

Nation with NaMo | Associate Consultant Jul 2023 - May 2024

- Led constituency-level analysis through **ground research, surveys, and dashboards** to understand user (citizen) pain points and influence patterns
- Segmented populations, prioritised local issues, and designed action plans covering positioning, messaging, and execution
- Handled **26 constituencies** across **3 states**; contributed to winning **19**, including completely turning around four seats
- Drove data-backed decision making in high-stakes environments, impacting programs reaching **12+ lakh people**

LEADERSHIP EXPERIENCE

- **General Secretary, Technology | IIT Kharagpur**: Organized 50+ events engaging 3,000+ students and launched 3 new technology-focused initiatives. Managed **INR 19.1M** budget across 6 societies.
- **Executive Head | Kshitij – Asia's Largest Techno-Management Fest**: Led 70+ events with a 4-tier, 600+ member team. Planned **INR 11.2M** budget and headed sponsorship execution.
- **Overall Coordinator | Inter IIT Tech Meet 10.0**: Organised the annual Inter IIT Tech Meet at IIT Kharagpur with 16 events. Led a 30-member team and chaired coordination with representatives from **22 IITs**.

SKILLS & AI PRODUCT SYSTEMS

- **AI Product Systems**: LLM fundamentals, multi-agent systems, agentic workflows, human-in-the-loop design, workflow orchestration, AI evaluation thinking
- **Product Management**: User discovery, PRDs, MVP scoping, prioritisation, product strategy, experimentation, stakeholder collaboration, agile delivery
- **Data & Tools**: SQL, MySQL, Power BI, Excel, Figma, Jira, Notion, Linear, Pandas, NumPy, Scikit-learn, Google Colab, Claude Code, Lovable, Cursor, Bolt.new