Sahil Mittal

As an aspiring Product Manager, I aim to transform ideas into successful products that engage users and drive growth. Leveraging skills in strategic planning, cross-functional leadership, and data-driven decision-making, I focus on market analysis, agile development, and user-centric design to create exceptional product experiences.

Email: sahilmittal315@gmail.com | LinkedIn: sahil-mittal07 | Medium: sahil-mittal | Mobile: +91-9056339781 | Portfolio: sahilmittal.studio

Education

Indian Institute of Information Technology & Management Gwalior 2020 – Expected May 2025
Integrated B.Tech Information Technology and MBA *CGPA 8th Sem: 7.52*

Skills

UI/UX Design · SQL · Product Analytics · Market Research · Stakeholder Collaboration · Requirement Gathering · Documentation

Experience

Product Management Intern Bengaluru, India; Remote
Unscript.ai | Experience the Future of Video Production | Case Study *July 2023 – Sept 2024*

- **Acquired over 800 users** organically by designing a dashboard for users to create **AI avatars** and facilitate **bulk video generation**, expanding the scope of the product to both B2B and B2C use cases.
- **Reduced training data collection time by 43%** with a **teleprompter feature**, enhancing avatar quality and user experience.
- Enhanced functionality with an **AI-powered text-to-speech video editor**, leveraging competitive analysis to meet market demands.
- Collaborated with a **cross-functional team of 8 members** to understand requirements, align, and implement product enhancements.
- **Improved AI accuracy** by leading a sprint to collect **10 hours of training data**, ensuring it met requirements to train **LLMs**.

Projects

Capstone Project: Navi *Oct 2024*

- Conducted **market research** and **competitive analysis**, comparing 8 different product solving for investments, insurance and lending, identifying literacy gaps to shape targeted engagement strategies.
- Led **15+ user interviews**, developing personas like The Planner, The Investor, and The Saver to understand users' needs and goals.
- Applied **RFM**, **RICE**, **MoSCoW**, **JTBD**, and **5 Whys frameworks** for strategic feature prioritization, improving usability.
- Conceptualized 9 innovative features, including **gamified learning**, **virtual portfolio simulation**, **advanced fund search tools**, and **robust support options**, to enhance **user experience** and build **trust** on the platform, while demystifying **financial jargon**.
- Defined **KPIs** to evaluate the effectiveness of prioritized features, ensuring alignment with strategic goals to enhance **CLV**.

Product Improvement: Rapido *Sept 2024*

- Identified key user pain points—**ride cancellations**, **night safety**, and **booking friction**—impacting retention on Rapido's platform.
- Prioritized solutions using **MoSCoW framework**, focusing on enhancing driver reliability, night safety, and ease of daily commutes.
- Identified key **metrics** to measure the impact of solutions, such as discount coupon **redemption rate** to boost retention, panic button activations for safety improvements, and subscription **adoption rate** for the recurring rides feature.

Product Improvement: Fitness App *Aug 2024*

- Developed a PRD focused on increasing **user engagement** by **20%** and **average session length** by **15%** over the next quarter.
- Introduced features such as **personalized workout** and **diet plans**, **challenges**, and **community interaction** to cater user needs.

Product Design: Eco Tracking *Jan 2024*

- Empowered households to **reduce waste** and **carbon emissions**, fostering environmental awareness and community engagement through challenges and leaderboards.
- Implemented intuitive data visualizations and **IoT integration** for **real-time monitoring** of electricity usage, water consumption, waste generation, and carbon emissions.

Achievements

- Secured **1st position** in the Capstone Project out of 35 teams in the Product Space Cohort.
- Achieved a **top 5 finalist** position out of 50 participants in Product Games 3.0, a competition powered by Eugenie.ai, by designing a comprehensive monitoring solution for sustainable household management within a 24-hour timeframe.

Leadership and Extracurricular

Advisor Gwalior, India
AASF | Techno-Managerial Students' Forum, IIITM Gwalior *July 2021 – Present*

- Led a 2-day **UI/UX Design workshop** attended by **120+ students**, covering **product design basics**.
- Conducted a **Linux Installation workshop** attended by **100+ students**, covering Linux fundamentals, virtualization, dual-boot setup, and basic CLI commands.
- Achieved remarkable results in Hackstack'22 **Nation Level Hackathon**, securing **2 Lakh+ INR** in sponsorship and driving **1300+ applications** through effective promotion.
- Organized and coordinated more than **100+ techno-managerial events** as an event organizer from Aug 2021 to July 2022.