



# LASITHA E


Aspiring Product Manager — AI-First Builder

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## Personal Profile

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**Product-driven manager and engineer with 3+ years of experience** shipping B2B SaaS and consumer tools. Skilled in turning ambiguous problems into **structured solutions**, building **AI-first workflows**, and **balancing user empathy with data-driven iteration**.

## Skills

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**Product:** Roadmapping, PRDs, Wireframing, User Research, Product Market Fit, Metrics (NSM/OKRs), Experimentation

**Tech:** React, GraphQL, Python, Django, Flutter, SQL, PostgreSQL

**Tools:** Jira, Notion, Figma, Amplitude, Mixpanel, Tableau

## Experience

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### Coined ONE

October 2025 – Present

*Product Management Intern (Freelance)*

*Remote*

- Assisting in building Coined One, a tech and AI-focused consultancy for modernizing products.
- Led product direction for Rivo, a Dubai-based mortgage platform for first-time homebuyers and set up company structure, workflows, and client approach framework.
- Conducted GTM research, competitive analysis, and MVP (using no-code tools) for Rivo's tools and partner hub.

### Inheaden India

Aug 2023 – Present

*Project Manager and Product Engineer*

*Bangalore*

- Shipped a **Shopify–Airtable ticketing system** for **5+ partner brands**, owning scoping, stakeholder syncs, and delivery.
- Improved clinic throughput by **20%** with a RBAC-enabled healthcare portal built in Next.js.
- Reduced support queries by **15%** by re-designing automotive invoicing + messaging workflows.
- Balanced engineering timelines with client expectations, using structured prioritization (impact vs effort).

### SplitsGo

2025

*Founder + Builder*

*Remote*

- Built and launched **SplitsGo**, a receipt splitter app created in under 4 hours, now adopted by a community with over 1000+ members for meetups and others.
- Validated problem–solution fit through community usage, gathering direct feedback and iterating quickly.
- Demonstrated ability to **ship scrappy MVPs**, measure traction, and evolve based on real-world adoption.

### Lummo

Aug 2022 – Mar '23

*Software Development Engineer - L1*

*Remote*

- Drove **18% increase in merchant response rates** by building a WhatsApp Chat SDK with Rich Text Editor.
- Improved onboarding efficiency with messaging features (file-sharing, polling workflows).
- Reduced spam interactions by **70%** with ReCAPTCHA flows and improved UX.

### SuperHire

Sept 2021 – Mar '22

*Product Engineering Intern*

*Kochi*

- Delivered MVP in ReactJS/hapi.js for candidate-screening, enabling **10+ early adopters** to test workflows.
- Worked closely with founders, iterating features in less than 4 weeks to validate core user experience.

### CIED Technologies

Mar – July 2021

*Backend Django Developer Intern*

*Remote*

- Built **12+ REST APIs** for ride-hailing orchestration; improved system uptime by **15%**.
- Contributed to **3+ major releases**, debugging and shipping features in production.

## Education

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### Airtribe

Feb - May 2025

*Product Management Career Launchpad*

*Remote*

### College of Engineering, Trivandrum

2018-'22

*B.Tech in Electronics and Communication Engineering*

*CGPA: 8.89*

## Certifications

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[Airtribe PM Certification](#)

[Pento AI for PM Certification](#)

[Google Project Management Professional Certification](#)