MADHUSHREE

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Summary

Aspiring Product Manager with experience in user research, workflow design, and creating simple, user- focused solutions through case studies and prototypes. Eager to contribute to 0→1 Product development, MVP building and learn by working closely with experienced product teams. Passionate about solving user problems and delivering real value through technology.

Skills

Product Skills: User research, problem framing, PRD writing, user journey mapping, MVP validation, A/B testing, KPI tracking, wireframing, usability testing

Soft Skills: Creative problem-solving, Cross-functional collaboration, Communication, Adaptability, User-centric mindset

Tools: Google Sheets/Excel, Notion, Figma, Google Analytics, Mixpanel (basics), Miro

Work Experience

SEO Associate   **Feb 2025 – Oct 2025**
Purplechalk *(Chennai)*
  - Increased **organic traffic by 20%** across multiple brands through structured and data-driven SEO improvements.
  - Automated recurring tasks, **reducing manual work by 90%** and improving delivery speed.
  - **Tracked KPIs** (traffic, CTR, bounce rate, etc.) to measure performance and identify friction points.
  - **Ran A/B tests** on page layouts and content variations to improve on-page engagement.
  - Conducted competitor analysis and applied data-driven decisions to refine content and UX.
  - **Collaborated with internal teams** and presented insights to clients for strategy alignment.

Projects

Zepto – Grocery Reordering & Retention Feature (Product Case Study)
  - Analyzed gaps in AOV vs monthly spend to identify opportunities for higher-value planned orders and improved retention.
  - **Designed the end-to-end reordering user flow** with editable lists, preferences, reminders, and alternatives.
  - Created a design prototype and user journey to validate interactions.
  - **Wrote a structured PRD** covering core features, user stories, functional/non-functional requirements, and success metrics.

User Research & Feature Proposal to Reduce ChatGPT's Over-Agreeableness
  - Identified a feedback-quality gap where over-agreeableness impacted reasoning and decision tasks.
  - Conducted large-scale **user research** on a Reddit post with **815+ upvotes, 280+ comments, 325+ shares, and 223K+ views; 73.7% validated** the problem.
  - Mapped user personas and workflows to understand productivity barriers.
  - Proposed a Chat Mode and Think Mode feature with flows, feasibility analysis, constraints and success metrics.
  - Identified long-term gains in trust and retention among high-value users while reducing competitive churn.

One Tap Expense — Product & UX Case Study
  - Identified and prioritized key user problems in India's UPI-based expense tracking journey through research and behavioral analysis.
  - Mapped end-to-end user journeys and developed detailed personas to align solutions with real spending behaviors.
  - **Designed Figma prototypes and wireframes**, creating a frictionless one-tap expense flow and habit-forming UX.
  - Finalized retention and monetization strategy, integrating daily reminders, premium tiers, and family plans for sustained engagement.

Certifications
  - Product Management — FutureVersity
  - Business Analytics with Excel — Simplilearn
  - Business Analysis & Process Management — Coursera

Education

B.E. Mechanical Engineering (Honors)   **April 2025**
Easwari Engineering College (SRM Group), Chennai - CGPA: 8.99