Ankit Mohan Mensi

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Summary

- Product Manager with 4+ years of experience driving the delivery of user-centric digital features in fast-paced, agile environments with expertise in turning product vision and requirements into scalable, data-backed solutions.
- Owned roadmap and feature strategy for monetization and retention systems (VIP Subscriptions, Rewards Programs, Quests) resulting in a 20% increase in in-app purchases and 10% increase in player retention.

Education

The University of Texas at Dallas – Master of Science in Information Technology and Management	May 2025
Visvesvaraya Technological University (VTU), India – *B.E., Computer Science and Engineering*	Jul 2018

Skills

Product Management and Agile Delivery: Product Delivery · Backlog Prioritization · Roadmapping · Sprint Planning · Agile Scrum · Product Requirements · Feature Lifecycle Management

Customer Experience and UX: User Experience Testing · UI/UX Feedback Loops · Player Journey Optimization · Wireframing · Customer Success Relationship · Player Advisor Council · Customer Feedback reviews

Business Analysis and Strategy: KPI Tracking · Industry Analysis · Market Awareness · Requirements Gathering · Risk Assessment · Product Documentation · Stakeholder Alignment

Tools: JIRA (JQL) · Confluence · Notion · MS Office · Google Workspace · Figma · GitHub · Jenkins · NotebookLM

Data and Analytics: A/B Testing Support · Excel Dashboards · SQL · User Feedback Synthesis · Metrics Reporting

Work Experience

Associate Product Manager Moonfrog Labs Pvt Ltd – Bengaluru, IN   Aug. 2021 – Jun. 2023

- Defined product requirements and success metrics for various feature requirements, aligning business goals with user needs through player behavior analysis and iterative delivery.
- Used funnel analysis and feedback loops to drive UX improvements that increased feature adoption and reduced dropout on key journeys. Led A/B testing and KPI tracking to optimize ad placements, improving ad revenue without compromising player experience.
- Increased DAU and user engagement by 15% and 5% , by addressing user boredom through three key initiatives:
- "Gold Pass" monthly subscription: generating a 10% revenue increase with daily login rewards and additional chips for Leagues. | Quests: Personalized challenges and tasks for 27 user segments, leading to a 5% increase in games played and revenue. | Mitigated season-related DAU drop from 20% to 10% by implementing the "Cricket" feature, offering rewards during live matches.

Senior Product Quality Analyst Moonfrog Labs Pvt Ltd – Bengaluru , IN   Jul 2019 – Aug 2021

- Designed and scaled comprehensive QA strategies for high-impact features including live tournaments, in-app purchases, social gameplay mechanics, and monetization systems across Teen Patti Gold's Android, iOS, and Amazon platforms.
- Implemented risk-based testing frameworks and automated regression suites that supported 40% faster release cycles while maintaining 99.5% crash-free sessions, directly contributing to the game's rapid user growth from 10M to 50M+ active players.
- Collaborated closely with product managers and engineering leads to align test planning with key performance indicators (DAU, retention, ARPU), ensuring quality gates were met while maintaining aggressive release schedules and delivering consistent user experience across all game features

Test Engineer Pole to win Pvt Ltd – Bengaluru, IN   Jul 2018 – Jun 2019

- Executed functional, compatibility, and regression testing across 15+ mobile (iOS/Android) and console game titles, validating gameplay mechanics, UI functionality, and cross-platform features for top clients like Zynga, Namco Bandai, SEGA, Nintendo, Sony.
- Reported and tracked 200+ bugs using JIRA with detailed reproduction steps and environmental data, maintaining clear severity classifications throughout development cycles. Collaborated with global QA teams across multiple time zones, contributing to 25% faster bug resolution cycles through improved triage processes and communication protocols.

Projects and Leadership

- **Product Lead, Emlove E-Commerce Website** – Delivered a live e-commerce site (www.emlove.infy.uk) using free tools to support a small business owner's transition to independent online sales.
- **Social Media Marketing Officer, The Product League & UTD Kannada Sangha** – Increased engagement by 140% and follower growth by 150% through strategic content testing and audience targeting.
- **Activity Center Staff, UTD Recreation Rock Climbing Wall** – Ensured climber safety and encouraged community building by supporting team coordination and maintaining positive guest experiences.