Ankit Mohan Mensi

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Summary

- Product Manager with expertise in shipping engagement and monetization features at scale. I partner with engineering and design from **ideation → technical design → launch**, using **user research, funnel analysis, and A/B testing** to define PRDs, prioritize roadmaps, and iterate on outcomes.
- Player-first mindset; translate community feedback into clear requirements and testable product bets.

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 and UX: User Experience Testing · UI/UX Feedback Loops · Player Journey Optimization · Wireframing/prototyping · Customer Success Relationship · Community Feedback → Requirements

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

Postman (API)**Data and Analytics:** A/B testing · funnels/cohorts · Guardrail metrics · SQL · User Feedback Synthesis · Metrics Reporting

Work Experience

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

- Partnered with cross-functional teams (engineering, design, QA, customer success) to manage feature lifecycles from **concept to launch**, ensuring timely delivery with measurable adoption and iterated based on KPIs.
- Conducted **market and player behavior analysis** to guide roadmap priorities, using funnel analytics, KPI tracking, and A/B testing to validate impact.
- 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.
- Worked on card/casino-style mechanics (passes, events, economy pacing) transferable to Poker live ops.
- Built lightweight forecasting models (attach rate, renewal, ARPU/ARPPU) to size scenarios and inform pricing, promo timing, and OKRs/quarterly targets.
- Created and delivered **exec-ready presentations** (QBRs, roadmap reviews) with data visualizations to align leadership and secure go-to-market decisions.

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

- Designed and implemented **risk-based QA frameworks** for high-impact features across Android, iOS, and Amazon platforms, supporting faster release cycles while maintaining 99.5% crash-free sessions.
- Collaborated with product managers, engineers, and designers to **translate technical risks into product requirements**, improving reliability at scale (10M → 50M+ active users)
- Supported go-to-market readiness by ensuring alignment between **requirements, testing protocols, and KPI targets**, accelerating delivery without compromising quality

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 (BDC), Namco Bandai, SEGA, Nintendo, Sony. Reported and tracked 200+ bugs using JIRA with detailed reproduction steps.

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.