

# Ankit Mohan Mensi

ankitmohanmensi@gmail.com | LinkedIn | +1 9452747784 | Certifications

## Summary

- Product Manager with 4+ years in live-service mobile games, owning monetization, retention, and live-ops features for 10M+ users. Led subscription launches, seasonal events, and KPI-driven optimizations using A/B testing and player behavior analysis.

## Education

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

May 2025

Jul 2018

## Skills

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

**Testing and Quality:** Functional/Regression Testing · Test Cycle Planning · QA Frameworks · Defect Analysis · Edge Case Verification · Cross-Platform QA · Compliance · Scale Testing · Performance testing.

**Business Analysis and Strategy:** GTM Strategy · Pricing Strategy · TAM/SAM/SOM · KPI Tracking · Industry Analysis · Market Awareness · Requirements Gathering · Risk Assessment · Product Documentation · Competitive analysis

**Data and Analytics:** A/B testing · funnels/cohorts · Guardrail metrics · SQL · Metrics Reporting · Excel · Dashboards

**Tools:** JIRA (JQL) · Confluence · Notion · MS Office · Google Workspace · Figma · GitHub · Postman (API)

## Work Experience

### Associate Product Manager Moonfrog Labs Pvt Ltd – Bengaluru, IN

Aug. 2021 – Jun. 2023

- Owned end-to-end feature delivery across engineering, design, QA, and customer success, shipping features on schedule and achieving 8–12% adoption within 30 days.
- Launched Gold Pass subscription, increasing 30-day retention by 10% and improving ARPU by 9–11% through daily engagement incentives.
- Led Cricket live events initiative to counter seasonal churn, reducing DAU drop by 50% and improving short-term retention by 7–9% while supporting delivery planning with awareness of cost, resourcing, and delivery tradeoffs.
- Built executive-facing QBRs, KPI dashboards, and roadmap reviews, reducing GTM decision turnaround time by 30%.

### Senior Product Quality Analyst Moonfrog Labs Pvt Ltd – Bengaluru , IN

Jul 2019 – Aug 2021

- Designed risk-based QA frameworks across Android, iOS, and Amazon, sustaining 99.5% crash-free sessions while accelerating release cycles by 20–25%.
- Led QA for 30+ major game updates supporting 10M+ active users, reducing production hotfixes by 35%.
- Implemented scalable QA practices (release checklists, regression suites, device matrix), improving pre-release defect detection by 25%.
- Owned daily QA status tracking, audit documentation, and defect reporting, presenting weekly KPI summaries to leadership and partner teams.
- Mentored 6+ junior QAs, cutting onboarding time by 40% and improving independent execution within 2 sprints.

### Test Engineer Pole to win Pvt Ltd – Bengaluru, IN

Jul 2018 – Jun 2019

- Executed functional, compatibility, and regression testing across 15+ mobile and console titles for major clients including Zynga, SEGA, Bandai Namco, and Nintendo.
- Validated gameplay mechanics, UI performance, and localization accuracy through comprehensive test cases and exploratory testing.
- Logged and tracked 200+ high-severity defects in JIRA with detailed reproduction paths, ensuring smooth communication between test and development teams.

## Projects and Leadership

- **Product Lead, Emlove E-Commerce Website** – Delivered a live e-commerce site ([www.emlove.infy.uk](http://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.