

Umang Thakkar

Associate Product Manager | AI Enthusiast | Served 20+ Global Companies | Ex-Crypto Writer

📍 Anand, Gujarat, India | ✉ umangthakkar005@gmail.com | 📞 [+91 9426154668](tel:+919426154668)

🌐 LinkedIn: <https://www.linkedin.com/in/umang-thakkar-90a4a5164/>

📄 PROFESSIONAL SUMMARY

Versatile product and content professional with over 3 years of experience across crypto, edtech, and consumer-facing platforms. I began my career as a Content Writer, transitioned into a Content Strategist at Hunch (a poll-based dating app), and most recently operated as an Associate Product Manager, owning experiments that drove engagement, retention, and onboarding personalization. With a strong technical foundation (B.Tech CSE), I combine storytelling, user empathy, and data-driven thinking to build scalable, user-centric features. Currently diving deep into Generative AI and Product Management to shape the future of human-AI interaction.

📄 EXPERIENCE

Hunch (Anonymous Polling App transitioned to Dating App) – Associate Product Manager

On-site Delhi | Nov 2022 – June 2025

- Created and managed 1000+ polls and user stories across dating, lifestyle, and anime for Gen Z audiences in the US and India.
- Designed and optimized engagement systems: fixed polls, rotation sets, and category-based feed personalization.
- Led initiatives like "short vibes," first-date idea generators, MBTI-based matchmaking, and video poll promotion.
- Used SQL (Redshift), Mixpanel, and AppScript automation to analyze and drive content performance.
- Collaborated cross-functionally with PMs and growth teams to influence onboarding flows and matchmaking logic.
- Helped develop UXR voice agents using Elevenlabs + OpenAI for conversational user feedback.

PlotX (Crypto-based Gaming Platform) – Content Writer

On-site Delhi | June 2022 – Oct 2022

- Authored SEO-rich blogs, web copy, and tutorials to increase organic traffic and user onboarding.

- Covered DeFi, prediction markets, and crypto gaming with beginner-friendly narratives.
- Contributed to the transition from PlotX to Hunch, ideating early community-focused poll formats.

iNurture Education Solutions – Content Writer

On-site Bangalore | Feb 2022 – June 2022

- Created academic courses for Indian universities across technical disciplines.
- Translated complex topics into digestible curriculum for online learners.

Freelancer – Crypto & Web3 Writer

Remote | Nov 2021 – May 2022

- Ghostwrote articles for 20+ clients including Blockchain Council, CoinFantasy, Guardian Link, Economic Times, and Zayn & Myza.
- Specialized in thought leadership, simplifying finance and investment, blockchain, NFTs, and DeFi concepts.

EDUCATION

- B.Tech – Computer Science & Engineering
- Parul Institute of Engineering and Technology, 9.3GPA, July 2017 - April 2021

HIGHLIGHTS & INITIATIVES

- Designed and implemented poll personalization logic for new users at Hunch based on onboarding categories.
- Created a Retool Dashboard powered by Redshift SQL for the Marketing Team to track all the campaigns going live and help them understand trends in real time.
- Created voice-based AI agents for UXR to handle the time zone bottleneck and achieve scale.
- Fine-tuned a chat model to increase time spent and engagement on the app.

CURRENT GOALS (2025)

- Build a reputation in Generative AI through content and product experiments.
- Secure an AI PM opportunity that aligns with my strengths.