UMANG THAKKAR

AI Product Manager | Gen AI Builder | Product Manager who builds, ships & scales solutions that work

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Portfolio: https://v0-portfolio-website-one-swart.vercel.app/

PROFESSIONAL SUMMARY

AI Product Manager with 4+ years of experience architecting scalable product solutions and driving measurable growth. Specialized in LLM fine-tuning, voice agent development, and automated analytics systems that eliminate operational bottlenecks. Led ground-up research and implementation of MBTI-based personality matching system that shifted Hunch's core product direction, increasing user engagement by 200%. Currently building AI products end-to-end as a one-person product team, delivering research, front-end, back-end, and LLM pipeline solutions.

EXPERIENCE

Hunch (Dating & Social App) | Associate Product Manager

Delhi, India | October 2024 – June 2025

• **Increased user engagement by 200%** through ground-up research and implementation of MBTI-based personality matching system, fundamentally shifting product direction and improving user transparency in matches

• **Created web onboarding revenue stream generating $1,500 monthly from first month**, contributing 30% boost to existing $5,000 monthly revenue through web-based MBTI personality assessment and app conversion funnel

• **Built Retool analytics dashboard integrating Redshift SQL** that consolidated social media analytics, comments sentiment analysis and trend detection, saving $1,000+ monthly in SaaS costs and 15+ hours weekly of manual analysis

• **Improved session time by 100%** by fine-tuning internal chat models using conversation data pipeline

and implementing AI-generated conversation starters based on user personality types

• **Deployed voice-based UXR agent using OpenAI + ElevenLabs** that automated user interviews, scaling qualitative research capacity from 2 to 50+ daily calls while reducing research costs by 70%

• **Enhanced View-to-Wave conversion by 50%** through optimized shortvibes generation (personalized icebreaker feature connecting users based on shared poll activity), improving match quality and initial conversation rates

• **Automated manual tasks using Make.com workflows** that accelerated A/B testing cycles and reduced dependency on tech team for content experiments by 80%

• **Built custom GPT for app store review sentiment analysis,** providing key insights to product and marketing teams

Hunch (Anonymous Polling App) | Content Strategist

Delhi, India | October 2023 – September 2024

• **Orchestrated content strategy during app transition** from polling platform to dating app, creating comprehensive content repository and publication framework to maintain user engagement during product pivot

• **Managed team of 6 members** (5 interns + 1 content writer) through full recruitment cycle, onboarding, and performance management, improving content output by 60%

• **Designed and launched Poll Promotion Interface** that streamlined content distribution and reduced manual efforts by 85%, successfully used for 8+ months

• **Reduced D0 uninstall rate by 35%** through optimized onboarding polls, improving new user content experience

• **Executed content category experiments** targeting female audience through categories like fashion and makeup, achieving 80% increase in category publications and 100% increase in category share

• **Improved personalized poll feeds** that enhanced initial user onboarding experience through category-based targeting, supporting overall engagement strategy during app transition

PlotX (Crypto Gaming Platform) | Content Writer

Delhi, India | June 2022 – October 2022

• **Improved organic traffic by 50%** and drove 3,000+ new user signups monthly by authoring 30+ SEO-rich blogs and tutorials on DeFi, prediction markets, and other cryptocurrency topics

• **Boosted average content engagement time by 100%** by covering complex cryptocurrency topics with simplified narratives, reducing bounce rate by 25%

• **Conducted 100+ ground-up user research interviews** by meeting students across colleges to validate anonymous polling concept, shaping foundation for Hunch's product direction and initial launch strategy

iNurture Education Solutions (EdTech) | Content Writer

Bangalore, India | February 2022 – June 2022

• **Improved course completion rates by 20%** and student satisfaction scores by 15% by implementing format-specific content delivery (slides, PDFs, audiobooks, video) across disciplines including AI, Finance, Law, and Cyber Security
• **Created academic courses for Indian universities, impacting 5,000+ learners** through collaborative curriculum development with subject matter experts and multimedia teams

Freelance | Content Writer

Remote | November 2021 – May 2022

• **Reached 5M+ readers** by ghostwriting 300+ thought-leadership articles for 20+ global clients including Blockchain Council, CoinFantasy, Guardian Link, Economic Times, Niva Bupa Life Insurance
• **Increased audience engagement by 30%** for client brands by simplifying complex finance, investment, and cryptocurrency concepts for mainstream audiences, establishing long-term partnerships with 80% of clients

KEY PROJECTS & ACHIEVEMENTS

MBTI-Based Personality Matching System | *Transparency in Matchmaking*

• **Conducted comprehensive competitor analysis** by reverse-engineering personality algorithms from leading dating apps, mapping MBTI scoring logic, and validating frameworks through internal testing
• **Designed matching algorithm integrating MBTI logic** with existing preference filters, improving user transparency and match quality through systematic personality compatibility scoring
• **Collaborated with data science and engineering teams** to implement backend scoring system, resulting in 200% increase in user engagement and successful product direction pivot

Retool Marketing Analytics Dashboard | *Cost Optimization & Process Automation*

• **Consolidated social media analytics from multiple third-party platforms** into unified dashboard with real-time comments sentiment analysis and trend detection, eliminating fragmented data workflows

• **Automated comment analysis using SQL queries and AI-powered classification**, eliminating 15+ hours of weekly manual work for marketing team

• **Enabled viral content pattern identification and campaign optimization**, contributing to 25% improvement in content performance metrics

Fine-Tuned In-App Chatbot | *Personalized Chat Experience*

• **Led end-to-end development of conversation model using 450+ high-quality conversation examples** with quality scoring methodology and systematic data curation process

• **Implemented A/B testing framework measuring conversation depth, naturalness, and user satisfaction**, achieving 100% improvement in session duration

• **Collaborated with engineering team to integrate model into production app** serving 100K+ users, maintaining high conversation quality and user engagement

Voice-Based UXR Automation Agent | *User Research Automation*

• **Designed and deployed voice agent integrating OpenAI API, ElevenLabs, and Twilio** for automated user interviews with sentiment analysis and transcription capabilities

• **Scaled qualitative research capacity from 2 to 50+ daily interviews** while reducing costs by 70% and maintaining quality standards through systematic prompt engineering

• **Created automated insight extraction pipeline** enabling rapid product iteration based on user feedback and reducing dependency on manual research workflows

Poll Promotion Engine | Targeting Precision & *Campaign Management*

• **Wrote comprehensive PRDs and coordinated with data science and tech teams** to build automated campaign management interface independent of Amazon Personalization

• **Led QA testing and edge case identification**, ensuring seamless integration with existing algorithms without disrupting core functionality while reducing campaign launch time from 2 days to under 5 minutes

• **Applied influence without authority leadership** to coordinate senior team members across multiple departments, ensuring timely delivery of complex cross-functional project

SKILLS & TOOLS

Product Management Skills: User Research, A/B Testing, Cross-Functional Leadership, Product Strategy, Roadmapping, Stakeholder Management, PRD Writing, QA Testing

Leadership & Communication Skills: Team Management, Mentoring, Influence Without Authority, Strategic Thinking, Problem-solving

Analytics & Data Skills: SQL (Advanced), Data Pipeline Design, Cohort Analysis, Statistical Analysis, Sentiment Analysis, Performance Metrics

AI & Automation Skills: LLM Fine-tuning, Prompt Engineering, Voice Agent Development, Process Automation, API Integration

Tools & Platforms: Redshift, PostgreSQL, Mixpanel, Retool, OpenAI API, ElevenLabs, Make.com, n8n, Figma, Python, Google Apps Script, Cursor, Claude, SupaBase, Resend, V0, Bolt.new, Lovable, RAGs, LangChain

EDUCATION

Bachelor of Technology – Computer Science & Engineering
Parul Institute of Engineering and Technology | July 2017 – April 2021
GPA: 9.3/10.0