

VAISHNAV GANGAMWAR

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Portfolio : <https://vg-port.vercel.app/>

SUMMARY

Aspiring **Product Manager** with experience in crafting **PRDs**, designing **user journeys**, and proposing **feature solutions** across fintech and engagement domains. Trained via Airtribe's PM Launchpad with strengths in **user-centric thinking**, **agile execution**, and **cross-functional collaboration**. Committed to solving real user problems with **structured thinking** and a strong sense of **ownership**.

EDUCATION

Yeshwantrao Chavan College of Engineering, Nagpur

- Bachelor of Engineering – Computer Science (2019–2023) | CGPA: 7.3/10

SKILLS

Product Strategy: Roadmapping, MVP Scoping, Feature Prioritization (RICE, MoSCoW), Product Vision

User Research & UX: Journey Mapping, Persona Design, Feedback Loops, A/B Testing, Wireframing (Figma)

Product Execution: Agile, Scrum, Sprint Planning, PRD Writing, Release Reviews, Cross-functional Collaboration

Tools & Documentation: JIRA, Notion, Google Docs/Sheets, MS Excel, Figma, AI Tools

Soft Skills: Communication, Structured Thinking, Ownership, Curiosity, Problem Solving

PROJECT EXPERIENCE

Swish – Post-Order Experience & Retention Strategy

Product Strategy | UX Loops

- Investigated **post-delivery churn** via surveys, reviews, and competitor analysis; found that **88% users didn't reorder within 7 days**
- Proposed 2 habit-forming features: **1-Tap Reorder** and **XP + Streaks**, prioritized using **RICE framework**
- Designed rollout plan with success metrics: **60% XP activation**, **25% 1-Tap usage**, **+15% uplift in 7-day reorders**

Super.Money UPI Adoption Strategy (Flipkart)

Fintech | User Research

- Audited UPI friction points in Flipkart checkout; benchmarked GPay, PhonePe, and Paytm for best practices
- Proposed 4 solutions: **Gamified Rewards**, **Checkout Nudges**, **Utility Tracker**, and **Smart Defaults**
- Prioritized features using **RICE/MoSCoW**; defined KPIs: **UPI Setup %**, **Repeat Usage**, **Drop-off Rate**

Zinga Fitness App – PRD for Engagement & Community

PRD | UX Strategy

- Built PRD to increase engagement for a fitness app using **gamification**, **challenges**, and **community features**
- Created **user personas**, **journey flows**, and **phased rollout plans** aligned with benchmarks from Nike and Peloton
- Defined metrics: **Challenge Completion %**, **DAU Uplift**, and **Social Feature Adoption**

WORK EXPERIENCE

Aranya Consultancy — Data Analytics Intern Feb 2023 – Aug 2023

- Built interactive **Power BI dashboards** to track **sales performance**, **customer retention**, and **business KPIs**
- Wrote advanced **SQL queries** to clean, join, and analyze relational datasets supporting product decisions
- Delivered insights to cross-functional teams, influencing product discussions around **user behavior** and **revenue trends**

Electronic Arts Product Management Job Simulation (Forage) - May 2025

- Analyzed game feature performance using product KPIs to evaluate impact on **user engagement and monetization**
- Developed recommendations based on **data-driven insights**, game loops, and strategic prioritization
- Demonstrated **cross-functional PM skills** including stakeholder alignment, KPI tracking, and product storytelling

COURSES & UPSKILLING

- **Product Management Launchpad** – Airtribe
Cohort-based program covering PRDs, roadmapping, user research, MVPs, GTM strategy
- **Data Analytics Program** – 360DigiTMG
SQL, Power BI, DAX, and exploratory data analysis