Cultivated a proactive approach as a Product Manager, emphasizing the development of innovative AI-driven and SaaS solutions to significantly boost product adoption and foster remarkable business growth across various sectors.

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EDUCATION

2024: MBA from Indian Institute of Management, Lucknow | UP

2017: B.Tech in Computer Science from Guru Gobind Singh Indraprastha University | Delhi

CORE COMPETENCIES

- AI-Driven Product Innovation
- Full Product Lifecycle Management
- Cross-Functional Leadership
- User-Centric Design Thinking
- Agile Product Development
- Product Analytics & Instrumentation
- Go-to-Market (GTM) Strategy & Customer Onboarding
- Data-Informed Decision Making
- Roadmapping & Strategic Prioritization
- Stakeholder Engagement

TECHNICAL SKILLS

- **Tools & Platforms:** Amplitude, Figma, Google Analytics, HubSpot, Jira, MailChimp, Mixpanel, SQL, Tableau
- **UX/UI & Product Skills:** UI/UX Knowledge, Wireframes, Onboarding Flows, UAT (User Acceptance Testing)

SOFT SKILLS

- Analytical
- Problem Solving
- Collaboration
- Communication

AAKASH BHATNAGAR

PROFILE SUMMARY

- **8+ years of product management experience**, specializing in AI-powered SaaS solutions with a strong focus on innovation, scalability, and user-centric design.
- Proven ability to **lead cross-functional teams of engineers, designers, and stakeholders**, ensuring seamless collaboration and successful product delivery.
- **Expertise across the entire product lifecycle** — from ideation and development to launch and continuous iteration, always aligned with business goals and user needs.
- Strategic thinker skilled in **defining product scope, setting timelines, managing dependencies**, mitigating risks, and delivering within budget constraints.
- **Adept at agile methodologies**, leveraging tools like Jira and Confluence to streamline workflows, enhance transparency, and boost team velocity.
- **Data-driven decision-maker** with deep proficiency in analytics and user feedback loops, fueling product innovation and market-fit refinement.
- **Strong advocate for user-first design**, embedding insights into product strategy to deliver intuitive experiences that drive engagement and adoption.
- **Recognized for visionary leadership, navigating complex projects** while aligning cross-team efforts with strategic outcomes and high customer satisfaction.

WORK EXPERIENCE

Uncover B2B | Product Manager | May 2024 – Present

- Led the full lifecycle development of an AI-driven SaaS platform, streamlining B2B workflows and **reducing manual operations by 40%.**
- Designed and executed a comprehensive go-to-market (GTM) strategy, **securing 7 early adopters** through targeted outreach and onboarding flows.
- Directed a cross-functional team of freelance engineers and designers, managing product ideation, feature prioritization, sprint planning, and launch execution.
- Introduced data instrumentation using Mixpanel and Amplitude to define KPIs, enabling iterative product decisions and increased user activation.
- Developed wireframes and low-fidelity prototypes in Figma to validate concepts with stakeholders and optimize user journeys.

Wingify (VWO) | Senior Software Engineer II | Jan 2023 – May 2024

- Pioneered the development of AI-assisted A/B testing capabilities, driving a **25% boost in user engagement** and enabling data-backed experiment suggestions.
- Collaborated with product & design teams to shape the product roadmap, using insights from user interviews, surveys, and behavioral analytics (Google Analytics, Mixpanel).
- Implemented agile best practices (Scrum, Jira, Confluence), enhancing sprint velocity and **reducing delivery timelines by 35%.**
- Championed cross-team collaboration between engineering and product stakeholders, improving experiment deployment efficiency and usability.

Belzabar Software and Design | Senior Software Engineer | Jun 2017 – Dec 2022

- Led the modernization and redesign of a large-scale document management platform, **improving performance by 50% and supporting 1M+ transactions** per day.
- Conducted end-user research and usability testing, translating insights into actionable improvements that resulted in a **20% uplift in customer retention.**
- Defined and maintained the product roadmap in alignment with enterprise client needs, driving delivery of scalable solutions and reducing technical debt.

INTERNSHIP

Atlan (SocialCops) | Product Manager-Intern | Jun'16 – Jun'17

- Built an offline-first data collection app and a KPI dashboard using Google Analytics and Tableau, **boosting data capture efficiency by 40% in low-connectivity areas.**