

Aditya Singh

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WORK EXPERIENCE

Apollo247

May 2024 – Present

Product Manager

Gurgaon

- **Grew organic reach & transactions:** Drove **+11M monthly organic sessions** and **+33% uplift in web transactions** via end-to-end SEO & growth initiatives
- **Accelerated web-to-app migration:** Launched contextual nudges converting web traffic to app, adding **50K+ monthly installs** and **26K+ incremental transactions**.
- **Optimized conversion & engagement:** Revamped on-page navigation and offer visibility, lifting **CVR from 1.25% → 1.40%** and increasing session time by **20%**.
- **Built trust & user confidence:** Designed and shipped **Reviews & Ratings** and **Health Queries (AI-assisted Q&A)** features, enhancing platform authority and PDP engagement.
- **Improved user journey efficiency:** Streamlined cart and onboarding flows to reduce friction and improve activation-to-purchase funnel completion.

Associate Product Manager | June, 2022 – April, 2024

- **Improved success rates & monetization:** Expanded and optimized payment options, improving success by **+2.5%** and adding **₹1.5 Cr GMV/month**.
- **Delivered frictionless payments:** Implemented **1-click UPI (Juspay)**, reducing **drop-offs by 30%** and **latency by 75%**, improving repeat user experience.
- **Enhanced reliability:** Built intelligent fallback routing for gateway failures, cutting transaction friction by double digits.
- **Enabled affordability:** Launched **EMI payments** for chronic care and insurance plans, increasing AOV and accessibility for high-ticket purchases.
- **Strengthened trust signals:** Partnered with finance and operations to build transparent refund and reconciliation flows improving post-payment NPS.

PROJECTS

Designed and Built an Edtech Product | Replit, Calendly, Supabase, HTML, CSS, JavaScript,

- Independently built a full-stack conversion intelligence system integrating scheduling, assessments, tracking, and dashboards to improve lead qualification and funnel visibility for an EdTech product.
- Designed the full funnel architecture from landing page interactions to call-booking workflows resulting in clear user paths and measurable conversion metrics.

AI Resume Diagnostic & JD Match Automation | n8n, OpenAI, Gmail, PDF extraction, JS parsing, HTML templating

- Built a multi-module AI resume diagnostic pipeline in n8n that scores ATS structure, impact, role signals, and JD fit, delivering a personalized HTML report to users.
- Designed adaptive scoring logic that renormalizes results when JD is missing, improving UX clarity and avoiding misleading “0-score” penalties.

AI Experiment Designer Agent | n8n, OpenAI,

- Built a reusable AI Experiment Designer Agent (n8n + OpenAI) that transforms AI feature ideas into full evaluation + rollout plans with hypotheses, metric trees, offline rubrics, robustness stress tests, and online A/B guardrails.
- Standardized evaluation across domains by enforcing strict JSON schemas, realistic baselines/targets, numeric safety guardrails, sampling cadence, and explicit release gates.

AI Daily New Curator | n8n, RSS ingestion, OpenAI, LLM-based ranking, Gmail automation

- Shipped an agentic AI news curator that reduces LLM/AI industry noise into 1 PM-actionable insight/day, enabling faster product decisions and trend awareness.
- Designed multi-stage retrieval → ranking → decision gating pipeline (RSS + schema normalization + LLM judge + dedupe) to ensure stable quality and novelty.

EDUCATION

Indian Institute of Technology

B. Tech in Civil Engineering

Jawahar Navodaya Vidyalaya, Bundi Rajasthan

April, 2022

GPA: 7.7/10

91.2% Intermediate, 10/10 in Highschool

