AKASHDEEP KUNDU

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Experience

ICICI Lombard   **February 2023 – Present**

Sr Manager, Technical Product Manager

- Developed and shipped 50+ features for health and travel insurance products in FY25 by collaborating with IT, UW, Legal, Agency, Banking, and Call center stakeholders and led IT to.
  - Supported IT and underwriters with requirements gathering and corrective development for policy endorsements, enhancing customer experience.
  - Configured products and implementing logic in core systems.
  - Updated customer communications for policy issuance, renewals, endorsements, and cancellations in core systems.
  - Project: Altered org-wide customer communication kits for 55 insurance products per IRDA Master Circular, managing org-wide risk stakeholders.

- **Data analysis:** Analyzed data to identify insurance marketing opportunities, defined product requirements, & built roadmaps.
  - Aided actuarial and risk team with pricing and competitive analysis for new travel insurance product.

- Managed sme.icicilombard.com, built product journeys and optimized SEO to boost traffic and conversions.
- Delivered pan-India training for agent booking platforms and health products to enhance agent expertise.

HDFC Life   **July 2018 – Feb 2023**

Lead Product Manager and Content Developer

- Created revenue-generating assisted, unassisted journeys; auto-underwriting and product governance
  - Developed and maintained InstaInsure product offering short, pre-approved insurance buying journey, insurance discovery portal for agents, unique link generation through customer risk assessment.
  - Drove business through Banca, Broker channels and open market customers.
  - Revamped UI, extended risk mitigation logic, and created a smooth customer buying journey to facelift website
  - Addressed pain points of clients by offering surrogate-based solutions for financials and made product highly integratable with the help of APIs
  - Created a sophisticated insurance offer tracking solution for RM's to easily find customers on their CRM portal

- Developed Digital Millennials Journey with medical check-up for insurance health check with digital proxies
- Created no-medical insurance discovery with rule-based medical and financial document knock-off by using surrogate data providers like CIBIL
- Defined product requirement documents, user stories, mock-ups & planners and conducted regular data analysis
- Designed chatbot and prototyped using flow.io; produced and edited product demo videos and explainers.
- Managed the development of the organization's website, www.hdfclife.com.
- **Key achievements**: Employee of the Quarter JAS 2021, JAS 2019, Annual Employee Achievement award, promoted to Lead Product Manager

Early career   **June 2013 - June 2018**

Technical Editor, Content Developer, Writer | Various Organizations

- Published with global professionals and tech clients on over 80 projects, sharpening tech proficiency and data-driven decision-making abilities, later leveraged in Agile environments.
- Developed user-centric content like case studies for tech clients, building a foundation for product requirement analysis.
- Collaborated with cross-functional teams to create and optimize digital content and professional courses, enhancing collaboration skills key to product management success.
- Supported navigation and categorization projects for websites, gaining early insights into UX design for digital solutions.

Education

- Master's Degree in Computer Applications, IGNOU, 2017
- Bachelor of Science in Computer Application, University of Calcutta
- Higher Secondary education under West Bengal Board, PCM branch

Additional skills and strengths

- Advanced Excel, web development, Python, C, C++, Java, SQL, MongoDB, JavaScript, NodeJS
- Quick learner, rapidly mastering new tools to deliver products faster to generate revenue
- Problem-solving individual delivering high-impact solutions under tight deadlines
- Read my portfolio bit.ly/akashdpk