

Amit Tharani

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Experience

Kuku FM	Product Manager	Nov 2020 – Present
Driving product monetization for Kuku FM audiobook app. Scaled from 1k to 1M subscribers in 18 Months .		
<ul style="list-style-type: none">Improved conversion by 12x with features, experiments, price packaging, and streamlining the onboarding, paywall, and payment experienceSet up discounting infrastructure for experiments, cohorted discounting & sales - major levers of conversionBuilt the influencer marketing product for both app experience as well as campaign delivery management, bringing in over 25% of subscribersCreator & custodian of many tools/platforms like Content Experimentation (A/B test posters, audio, & titles), CMS, content programming, Sales, Campaign management, & Coupons - serving thousands of users		
Unthinkable Solutions	Product Manager	Jul 2020 – Nov 2020
Designed a Resource Management tool for managing project assignments, checking resource availability, and tracking utilization		
Swiggy	Business Analyst	Dec 2017 – Jan 2020
Led multiple initiatives to curb delivery partner, CX, & restaurant fraud- saving millions each month . Deep dives into what drives bad ratings and cancellations. Data Instrumentation of products like chatbots, Instamart, Genie		
<ul style="list-style-type: none">Instamart: Defined data architecture and fact layers. Identified and socialized key CX and fulfillment KPIs; dashboards to track them.Built an anomaly detector to identify restaurant fraud & abuse. Curbed multiple accounts fraud by setting up login limits		
Analytics Quotient (Kantar)	Business Analyst	Aug 2016 – Dec 2017
Data analytics , eliciting requirements, creating roadmaps , and communicating insights . Acted as a liaison between client and engineering, ensuring delivery hold up to the highest quality standards.		
Back-end engineering - writing SQL procedures for web dashboards		
<ul style="list-style-type: none">Led the development of a dashboard to visualize stock trading, trend analysis, and schedule reportsProject managed a Talent management tool to draft resources for a project basis skill, experience & availability		
Personal Project	Game Designer	Apr 2015 – May 2015
<ul style="list-style-type: none">A puzzle game on windows where players align similar colored marbles in minimum moves to attain a score.Responsible for end-to-end development from early sketches to the finished game: Wireframing, game logic, coding, input, designing textures, level design, prototyping, and delivery.Project link: github.com/amittharani/marbellous-sfmlTeaser: youtube.com/watch?v=cLdF7otQXpo		

Academics

National Institute of Technology Raipur, 2012 - 2016
Bachelor of Technology, **Information Technology**, **CGPA: 7.14**

Skills

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|--------------------|-----------------|-----------------|-------------------|
| • Product Strategy | • Data Analysis | • SQL | • Experimentation |
| • Wireframing | • Storyboarding | • User Research | • Scrum |

Activities

- Secured **2nd position** in Kuku FM's **hackathon** by building an interactive stories app.
- An avid traveler. Backpacked solo in **10+ countries**. Spent lockdown in Russia; many learnings & perspective shifts
- An ardent **cyclist**. Scaled Zermatt peak and frozen Baikal Lake on MTB; helped build endurance & resilience
- Coordinator** of the technical committee at NIT Raipur. Managed & hosted events for Central India's biggest Techno-Management Fest, with a footfall of **1,000+** students