Ankit Kumar

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Education

Vidya Vihar Institute of Technology, Bachelor of Computer Applications (BCA)　　2022-2025
CGPA: 8.80 / 10

Experience

Product Management Intern　　11/2024-07/2025
Yonderwonder.ai

- Defined **MVP roadmap** for an AI-powered VFX de-aging tool; conducted 40+ user interviews to identify workflow gaps.
- Authored **user stories**, prioritized backlog, and reduced sprint cycle time by 25% through agile alignment.
- Executed **A/B testing**, increasing engagement by 18%; iterated features based on data-driven insights.
- Drove **user acquisition**, adding 500+ users in the first week via influencer-led campaigns.
- Applied **MoSCoW prioritization** and **SWOT analysis** to guide product strategy and assess competitors.

Product Operation　　03/2024-10/2024
PracharPrashar.in

- Spearheaded 25+ client projects; authored **Product Requirement Documents (PRDs)** and managed sprints with backlog clarity.
- Coordinated cross-functional teams; reduced stakeholder review cycles by 40% through streamlined workflows.

Projects

Sponza.in – Influencer-Business Collaboration Platform

- Designed and executed product roadmap; led 25+ sprints and authored PRDs with clear requirements.
- Enhanced delivery efficiency by 30% through **agile methodologies**, documentation, and sprint retrospectives.
- Utilized **Jira** for backlog prioritization, project tracking, and cross-team collaboration.

MartxMart.com – E-commerce Optimization

- Redesigned shopping experience in **Figma**, lowering bounce rate by 15%.
- Prioritized backlog, conducted iterative A/B testing, and optimized checkout flow.
- Defined **KPIs and success metrics** to evaluate feature adoption and performance.
- Partnered with developers to accelerate release cycles and strengthen usability testing.

Leadership & Achievements

- **NSS Volunteer:** Directed 150+ peers and organized 10+ outreach programs; increased participation by 60%.
- **Hostel Coordinator:** Managed operations for 100+ residents; resolved 50+ issues with 90% satisfaction.
- **Finance Coordinator:** Administered INR 5 Lakh budget; achieved 20% savings through financial planning.
- **Peer Mentor:** Guided 10+ juniors on academics, internships, and career development.

Skills

Technical: Python, C++, MySQL, HTML, CSS, Figma, Canva, Jira, MS Excel
Product Management: Agile, Scrum, Product Lifecycle, PRDs, User Research, User Stories, Roadmaps, A/B Testing
Analytics: Market Research, SWOT, MoSCoW, Google Analytics, Data Visualization, Metrics & KPIs
Professional: Stakeholder Management, Communication, Negotiation, Problem Solving, Business Strategy