Ankit Kumar

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Education

Vidya Vihar Institute of Technology	Purnia, India
Bachelor of Computer Applications (BCA)	2022 – 2025
CGPA: 8.80	

Experience

Yonderwonder.ai (Remote) | Product Management Intern — Nov 2024 – Jul 2025

- Developed MVP roadmap for an AI-powered VFX de-aging tool; conducted 40+ user interviews to identify pipeline gaps.
- Composed user stories, optimized backlog, and shortened sprint cycles by 25% through clearer goal alignment.
- Performed A/B testing, increasing user engagement by 18%; refined features based on user insights.
- Attracted 500+ users in the first week through targeted influencer campaigns.
- Applied the MoSCoW framework to prioritize features and performed SWOT analysis for market positioning.

PracharPrashar.in (Remote) | Product Operations — Mar 2024 - Oct 2024

- Managed 25+ projects, created PRDs, and ensured sprint clarity across cross-functional teams.
- Coordinated with stakeholders, reducing review cycles by 40%.
- Improved cross-team communication channels, reducing turnaround delays.
- Analyzed campaign performance data, delivering insights that optimized project planning.
- Facilitated backlog grooming sessions, aligning business priorities with technical feasibility.
- Introduced structured reporting dashboards, enabling faster decision-making for leadership.

Projects

Sponza.in

- Designed and directed influencer-business collaboration projects; authored PRDs and streamlined sprint execution.
- Increased delivery efficiency by 30% with structured documentation and backlog management in Jira.
- Built a feedback-driven iteration process, improving client satisfaction scores by 25%.
- Established success metrics to measure campaign ROI and strengthen decision-making.

MartxMart.com

- Redesigned shopping experience in Figma, decreasing bounce rate by 15%.
- Organized feature prioritization, conducted iterative A/B tests, and defined KPIs for checkout improvements.
- Collaborated with developers to accelerate release cycles and strengthen usability testing.
- Enhanced information architecture, leading to smoother navigation and higher conversion.

Leadership & Achievements

- NSS Volunteer: Guided 150+ volunteers, organizing 10+ outreach events with 60% higher participation.
- Hostel Coordinator: Oversaw operations for 100+ residents, resolving 50+ issues with 90% satisfaction.
- Finance Coordinator: An administered budget of INR 5 Lakh, reducing costs by 20% through efficient allocation.
- Peer Mentor: Supported 10+ juniors in academics, internships, and career planning.

Skills

Technical: Python, C++, MySQL, HTML, CSS, Figma, Canva, Jira, Microsoft Excel, Google Analytics
Product Management: Agile, Scrum, Product Lifecycle Management, PRDs, User Research, User Stories, Roadmaps, A/B Testing, Market Research, Stakeholder Management
Soft Skill: Communication, Problem-Solving, Negotiation, Data Visualization, Business Strategy