

Experience

Product Consultant Independent April'22 - present

Help first time founders in their ideation stage and plan the product launch for their offering. Advise them on the relevant GTM strategy as per target audience.

Co-founder Noraa.in September'21 – March'22

Launched a B2C E-commerce platform in women's health domain Experimenting with different user flows for faster checkout. Improve customer acquisition by validating different market strategies and measuring results.

Entrepreneur in residence India Accelerator May'21 – September'21

Identify investment opportunities for stakeholders. Plan product roadmaps, write requirements to define product vision. Lead the development of Equitykart - A trading platform for secondary shares. Design wireframes on figma.

Founding team, Marketing and HR Project Inkalaab July'20 – January'21

Built a media platform for a niche group of readers. Grow the platform from zero to 2000 users across colleges in Delhi.

Graduate Engineer JSW Steel June'19 – June'20

Managing operations for engineering team to complete execution within given schedule.

Research Assistant J-PAL at MIT Dec'18 – March'19

Conduct surveys and user interviews to get relevant insights. Define and track metrics to evaluate team performance on ground. Compile reports for collected data and present to project leads in Boston.

Education

Manipal Institute of Technology

Bachelor of Technology 2019
Mechanical Engineering

Massachusetts Institute of

Technology Micromasters 2020
Data and Economics

Find me online.

- Personal Website - <https://arcruition.github.io/>
- Personal blog - <https://mayank9.medium.com/>
- LinkedIn Profile <https://linkedin.com/in/mayank79>

Passion projects

The retro snake game
<https://arcruition.github.io/Snake-Game/>

Unity rendered floor plan.
https://arcruition.github.io/Apt_tour/