

# Ashay Kamdar

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Associate Product Manager with experience building B2B and B2C SaaS products. Thrive in ambiguity with a bias for execution and problem-first thinking. Proven ability to simplify complex workflows into scalable product features across discovery, execution, & iteration, driving measurable impact through strong ownership and cross-functional collaboration.

## Experience

### [Vedanta Resources](#), Mumbai, India

**Business Analyst- CMO's Office (Full Time)** — 08/2023 – 02/2025

- Led cross-functional initiatives across product, finance, sales, and operations to automate order processing, pricing, and reporting workflows, improving operational efficiency by 37% and CSAT by 33%.
- Led market and competitive analysis for the PAN-India Channel Partner program; identified key growth drivers and constraints, contributing to a 5% market share increase.
- Automated MCX–LME arbitrage tracking to solve pricing inefficiencies using data-driven analysis, driving a 23% increase in profitability.
- Owned backlog prioritization and roadmap planning for India's first e-commerce platform for the non-ferrous metals market, translating OEM and MSME user research into BRDs aligned with business goals.
- Built BI dashboards and executive-ready narratives to deliver data-backed insights, enabling CXOs and investors to track performance and align on strategic priorities across sales and marketing.
- Analyzed large-scale sales data using SQL and Excel to increase business potential and growth.

### [UPivot](#), Bengaluru, India

**Associate Product Manager (Intern)** — 05/2025 – 07/2025

- Led user discovery through 50+ interviews & journey mapping to identify pain points, informing persona-driven decisions.
- Defined MVP scope, wrote PRDs with success metrics, and launched AI enabled resume screening and feedback tools.
- Collaborated with engineering and design to test prototypes and A/B test to reduce drop-offs by 25%, and improve clarity.
- Used hypothesis-driven development and data to improve engagement by 28% and onboard 4000+ new users.
- Designed low-fidelity Figma prototype, boosted task clarity and reduced user friction by 25% via usability testing feedback.

### [ASBL](#), Hyderabad, India

**Associate Product Manager (Intern)** — 08/2025 – Present

- Led UX and workflow redesigns that cut task completion time by ~30%, improved navigation clarity, and drove higher adoption among site operations teams.
- Strengthened operational efficiency by streamlining planning, scheduling, contract and manpower workflows, reducing manual coordination and dependency on external tools by 38%.
- Owned design and rollout of RFQ, reducing manual vendor coordination and improving quotation turnaround time by 32%.
- Designed notification and alert mechanisms for key operational events, reducing missed actions by ~20% and improving workflow adherence across teams.

## Education

[FLAME University](#) — **MBA**, 2023

[CHARUSAT University](#), — **B.Tech (Computer Engineering)**, 2021

## Certification

[Product Space](#) — **Product Management**, 2024

## Skills

**Tools & Technologies:** Excel, PowerPoint, Google Analytics, Tableau, Python, Mixpanel, SQL, JIRA, Figma, Clarity

**Skills:** User research, PRD & requirement documentation, backlog prioritization, roadmap planning, A/B testing, product analytics, data visualization, Market & competitive analysis, stakeholder management, Cross-functional collaboration, problem solving