Avinash Singh

ASSOCIATE PRODUCT MANAGER

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Experience

Mahindra | Associate Product Manager   01/2023 – Present

- Led complete redesign of auction platform (Ediig) for **mobile/desktop websites and Android/iOS apps**, enhancing user experience and modernizing appearance.
- Conducted **A/B testing** using Google Optimize, resulting in a **25% increase in engagement rate** and a **15% reduction in bounce rates.**
- Implemented **Redis caching system**, significantly improving platform speed and stability, resulting in smoother user interactions.
- Automated PAN and Aadhaar verification using AuthBridge, **reducing KYC and onboarding time from 24-48 hours to 10 minutes**.
- Developed Ediig app with **multi-language support**, enhancing accessibility and driving wider adoption among native Indian language speakers.
- Integrated Ediig Portal with SAP for real-time bi-directional updates, **cutting manual effort by 80%** and eliminating errors.
- Streamlined approval processes through an **automated notification system**, reducing manual work and improving communication efficiency.
- Implemented invoicing functionality on the auction platform, ensuring **100% accuracy** and significant time savings by eliminating manual effort.

Smartivity | Product Manager   07/2022 – 12/2022

- Led a team of six members, collaborating with marketing, sales, customer success, and external agencies to **drive successful product launches**.
- Identified major touchpoints for incoming website traffic, using tools like Google Analytics and Clarity. Reduced friction points, resulting in a significant **64% increase in the CVR (Conversion Rate)**.
- Strategized extended pricing and retention plans, contributing to an impressive **83% improvement in orders**.
- Designed successful A/B experiments on UI/UX, resulting in a substantial **47% increase in browse-to-ATC** (Add to Cart) events.
- Researched and integrated Trust badges following brand guidelines, ensuring a secure checkout experience. This effort led to a remarkable **30% increase in the Cart to Purchase rate**.

- Enhanced website speed by reducing loss points, leading to a remarkable **50% increase in performance and traffic**.
- Drove product launches including working with the **public relations team**, customer support executives, product designers, and other product management team members.

Veeery | Chief Executive Officer   **04/2019 – 07/2022**

- Used customer-centric design, **involving over 600 hours of engagement with visually impaired individuals**, to develop an educational platform that ensures a seamless learning experience for the visually impaired.
- Created and led a team of 12 individuals, **successfully adding over 1000 accessible content pieces to the platform**. Accumulated more than 7200 hours of consumable content to date.
- Simplified the business model by transitioning into a royalty-free structure, **resulting in a remarkable 90% reduction in costs**. This change ensures sustainability and viability.
- Established a network through **strategic partnerships with schools and NGOs**, effectively spreading awareness about the product's benefits.
- Achieved initial revenue within 9 months of conceptualization, **positively impacting over 5000 visually impaired individuals** through the platform.

Education

Lucknow University, Bachelor of Computer Application   **06/2015 – 06/2018**

Skills & abilities

- **Product & Strategy Skills:** Product Roadmapping, User Research, Customer Journey Mapping, A/B Testing, Agile Methodologies, Conversion Optimization, Market Research, Business Intelligence, KPI Tracking, UX Design, Stakeholder Management, Data-Driven Decision-Making, Cross-Functional Collaboration

- **Technical & Analytical Tools:** PowerBI, SQL, HTML, CSS, AWS, Git, Salesforce, Shopify, Google Analytics, Google Ads, Google Optimize, Facebook Ads, MS Clarity, Google Tag Manager, Miro, Figma, Canva, MS Office, VS Code, Jira, AI, ML, DL