

# Avinash Singh

PRODUCT MANAGER

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## Experience

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### Mahindra | Product Manager

01/2023 – Present

- Built a platform from the ground up to **transform how sellers participate in auctions**, enabling them to **track live auctions**, **compare prices across multiple platforms**, and gain valuable **market insights**—turning a fragmented process into a seamless, data-driven experience.
- Accelerated **Ediig's transition towards full auction process automation**, streamlining operations from listing and seller approvals to payment collection, minimizing manual effort, and improving efficiency.
- 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 on **Open vs. Close Auctions**, analyzing bidder preferences and behavior. **Open Auctions** showed live bids, while **Close Auctions** used visual cues. Identified the optimal auction type, leading to increased profit and improved user engagement.
- 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, Artificial Intelligence (AI), Machine Learning (ML) and Deep Learning (DL) AI