

Utkarsh Goyal

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SUMMARY

Product professional with hands-on experience in product analytics, A/B testing, and growth optimization. Skilled in leveraging SQL, Excel, and analytics tools to track product performance, identify growth opportunities, and drive data-backed decisions. Strong collaborator with a proven ability to work across cross-functional teams, improve key business metrics, and deliver measurable impact in fast-paced, consumer-focused environments.

WORK EXPERIENCE

~ 1 Year, 3 Months

- FREED, Product Associate (Customer Acquisition):**(May 2024 - Present)
- FREED is India’s 1st Debt Relief Platform offering solutions in financial counselling and repayment planning.
- Collaborated with Product, Data & Tech teams to redesign delinquency calculation logic used in eligibility screening, **reducing daily cancellations by 80%** and improving lead quality & user trust.
 - Reimagined and simplified onboarding journey, cutting steps from 7 to 4, **boosting daily sales conversion by 90%**.
 - Led integration of an **AI tool** to reduce call waiting time and **minimise human effort on pre-qualified leads**, driving higher customer engagement and enrolment rates.
 - Visualised and **simplified backend logic** for clearer team understanding and faster technical implementation.
 - Conducted **A/B tests** to validate design hypotheses, driving continuous **UX optimisations** using behavioural data.
 - Collaborated with cross-functional teams (Sales, Customer Service) to design user-centric flows and interfaces.
- Crew Clubs, Intern - Growth and Strategy:**(May 2023 - Aug 2023)
- Crew Clubs is an influencer marketing startup connecting brands with creators to boost visibility and growth.
- Partnered with **50+ brands** to explore product diversification opportunities, identifying use cases for **influencer-led campaigns** that improved product positioning and user reach.
 - Designed and executed social media engagement strategies, analysing content performance and optimising formats, which **increased reach to 100k+ accounts** and improved interaction rates.
 - Built and scaled a network of **500+ influencers across categories**, enabling cross-brand collaborations and driving a **25% uplift in company revenue**.

EDUCATION

- Indian Institute of Technology Delhi, BTech:**(Nov 2020 - Jul 2024)
- Achieved **15+ podiums inter-IIT & inter-hostel** competitions across design, ad-making, drama and cultural events.
 - Led 60+ member creative team for IITD’s Annual Fest, boosting outreach and delivering a **teaser with 125k+ views**.
 - Led a year-long festival initiative, supervising a 4-tier team of 300+ members and **organising 60+ events**, pronites, workshops, and seminars.

SKILLS

End-to-End Product Development, Roadmapping, A/B Testing, Market Research, Competitive Analysis, SQL, Customer Acquisition, Activation, Retention, Stakeholder Management, ROI Analysis, Good Communication, Presentation Skills, Team Collaboration, UI/UX Design, Wire framing, Prototyping, User Journey Mapping, JIRA, Critical Thinking, Problem Solving, Strategic Thinking, Mixpanel, MoEngage, VWO, Funnel Analysis

PROJECTS

- Multimodality for Location Aware reporting: Prof. Lalan Kumar**(Jul 2022)
- Led an end-to-end project employing an ML model for **object detection**, enabling reporting & proactive threat alerts
 - Collaborated with cross-functional teams to enhance system effectiveness, user-flow and user engagement