DYUTI CHAKRAVARTHY

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Product Manager with 3+ years of experience who builds and scales growth products. Drive activation and marketplace performance through fast experimentation and clear, measurable product decisions.

WORK EXPERIENCE

Ford Motor Company

Product Manager - EV Energy Rewards (Platform Experience)   Dec 2024 – Current
- Increased activation 4% → 15% by redesigning the enrollment funnel and shifting value framing from sustainability to incentives through rapid experimentation.
- Expanded market coverage 3x by standardizing partner onboarding and reducing integration time across utility partners.
- Increased program participation 7% by launching dynamic lifecycle notifications that re-engaged at-risk users and resolved drop-off moments.

Product Manager - Bronco Overland Adventures (Product)   Apr 2024 – Dec 2024
- Launched a 0→1 adventure booking marketplace in 12 weeks, generating $104K in pilot revenue and validating early demand.
- Validated pricing and booking flow assumptions through customer interviews, behavioral data analysis, and A/B testing prior to MVP launch.
- Led end-to-end product discovery and delivery for V2, launching a customer review system and rebranding to Ford's visual identity, driving 90% CSAT.

Associate Product Manager (Rotational Product Program)   Jun 2023 – Mar 2024
@FordOnline
- **Co-led homepage redesign strategy, improving CSAT 15% by optimizing information hierarchy through A/B testing and user research.**
- Restructured navigation and prioritized "news at a glance," enhancing findability and user engagement.

Google Maps EV Routing
- Executed UAT and optimized Google Maps EV routing for 80K+ Mach-Es, improving trip accuracy to 95% through systematic edge-case testing and validation. (Featured in CES 2024)

Associate Product Designer (Rotational Product Program)   Jan 2023 – May 2023
- Defined UX strategy and designed high-fidelity prototypes for EV charge scheduling and energy visualization, improving usability across core charging workflows.

DESIGN THINKING TEACHING ASSISTANT - EPICS PURDUE UNIVERSITY   Aug 2021 - Dec 2022
- Mentored 50+ students and supported 15+ service design projects with industry partners.

EDUCATION

PURDUE UNIVERSITY   West Lafayette, IN
M.S. in Computer Graphics Technology | **Specialization: UX Design**   Jan 2021 - Dec 2022

BITS PILANI   India
B.Eng. in Electronics and Communication Engineering   Aug 2016 - Aug 2020

SKILLS

Skills: 0-to-1 Product Development, Platform Scaling, Conversion Optimization, B2B2C Marketplaces, Growth Strategy, Product Analytics, User Research and Discovery, A/B Testing and Experimentation.
Technical: Amplitude, Jira, SQL, AI-assisted development (Cursor, Claude code), Figma, Python, Miro, UserTesting.