Deepak Kumar

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Professional Summary

Associate Product Manager with 2+ years of experience leading the development of AI-powered SaaS solutions. Proficient in integrating APIs and driving AI/ML feature adoption. Skilled in collaborating with data science, engineering, UX, and cross-functional business teams to deliver machine learning models, generative AI features, and data-driven product roadmaps that enhance customer retention, engagement, and revenue growth.

Education

Bachelor of Science (B.S.), IIT Bombay   Graduated: 2023

Work Experience

KAS Global Commerce Inc   *-Associate Product Manager*   **March 2024 – Present**

Led product strategy and development with 6 cross-functional teams to build SaaS solutions using AI/ML, generative AI, and API integrations for multi-channel e-commerce sellers across 5+ major marketplaces.

- Led the integration of SP-API & Amazon Ads API, Walmart, eBay, Shopify, ONDC APIs to centralize multi-platform data; automated reporting reduced manual effort by 40% and improved user decision-making efficiency.
- Led end-to-end development of 5+ AI/ML and generative AI features—from ideation to deployment and integration into core SaaS product cutting user go-to-market time by 50% resulting in product adoption by 25%.
- Spearheaded smart onboarding revamp reducing onboarding time by 70%, & boosting user activation rate by 20%.
- Redesigned product pricing with bundled subscriptions and AI freemium packs, boosting user conversions by 20%.
- Spearheaded an internal User Journey dashboard—revamping UI and key user flows to cut drop-offs by 50%

Erogde Inc   *-Associate Product Manager*   **April 2023 – Feb 2024**

Delivered data solutions and defined product strategy and roadmap by analyzing customer needs, market trends, and competitors, translating them into clear business requirements, user stories, and UX plans..

- Ideated & Spreadheaded 10+ product enhancements that improved user adoption by 20% and enabled multiple teams to efficiently analyze data of 15K+ SKUs from 15+ marketplaces, saving 40+ manual hours weekly.
- Implemented Hotjar to gather detailed user behavior insights, conducted in-depth analysis, and led UI/UX and information architecture revamp, simplifying complex workflows and significantly boosting ease of use by 33%.
- Ideated & implemented customized alerts and notifications to proactively reduce ad spend wastage on Amazon Ads.
- Integrated SP API & Amazon Ads API to automate sales data workflows and collaborated with business teams to revamp the Amazon Ads dashboard, reducing manual effort and saving 20+ hours weekly across multiple teams.

Skills

Product Management	Product Roadmap & Strategy, API Integrations, Agile Methodologies, Pricing Strategy, Stakeholder Management
AI/ML & Data	AI-Powered Features, Generative AI, Predictive Analytics, Prompt Engineering, A/B Testing, Data-Driven Decision Making, Collaboration with Data Science Teams
AI Tools	ChatGPT, Claude, Cursor, Lovable, v0, Bolt, Galileo AI, Whimsical
Technical Tools & Languages	SQL, Jira, Google Analytics, Postman, DBeaver, Confluence, Figma
Growth/Marketing	SEO, Behavioral Data Analysis, Customer Acquisition, Growth Hacking

Awards & Extracurriculars

- IIT Bombay Institute Hockey Team — Competed at the 52nd Inter-IIT Sports Meet (IIT Kharagpur)
- Captain, Hostel Hockey Team — Led squad to finals at IIT Bombay General Sports Championship
- Captain, School Hockey Team — Secured Silver Medal at East-Zone Hockey Championship (2017)