Deepanshu Kumar

ASSOCIATE PRODUCT MANAGER

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Design-led Product Manager with 6+ years of experience building AI-driven enterprise SaaS and platform products. Strong in product discovery, system thinking, and cross-functional leadership. Delivered measurable improvements in customer experience and operational efficiency through AI assistants, workflow automation, and platform standardisation.

EXPERIENCE

Associate Product Manager   🏢 Juspay   📅 Jan 2025 – Present

Merchant RCA Optimisation

- Redesigned merchant RCA experience by improving search relevance and diagnostic workflows.
- Outcomes: 50% faster RCA resolution, 40% higher merchant satisfaction, 30% fewer support tickets.
- Owned problem framing, success metrics, requirements, prioritisation, stakeholder alignment, and launch execution.

AI Assistant for RCA *(Juspay Genius)*

- Built and launched an AI assistant enabling natural-language RCA over live payment and business datasets.
- Partnered with engineering to deploy an in-house LLM on on-prem infrastructure, integrating domain logic and data guardrails to improve answer reliability.

Zero-to-One AI Powered Productivity Platform *(Xyne Spaces)*

- Led 0 to 1 design and development of an AI-enabled collaboration/workflow product replacing Slack internally.
- Achieved **₹3 Cr annual** savings through rollout and adoption.
- Conducted workflow research across teams and translated findings into product requirements and roadmap.

Platform Standardisation

- Drove rollout of a unified design system (Blend UI) by leading a cross-functional team of UI engineers and designers, partnering with the engineering team of the company's largest payment SaaS to complete migration/integration.
- Published the design system to open source community and enabled scaling across products.

Enterprise Enablement

- Supported enterprise onboarding and roadmap alignment for a large financial services customer **(Barclays)** by coordinating delivery across engineering and design.

Product Design Leadership   💼 Juspay   📅 Nov 2019 – Dec 2025

- Shipped SaaS dashboards and merchant payment experiences across analytics, operations, and credit workflows; built SaaS and Payments design systems, developer documentation, and growth initiatives.
- Delivered product UX for payment flows, SDK UI systems, offers/retry modules, and multi-stakeholder platforms (community + learning).

KEY IMPACT

- 50% faster merchant RCA resolution; 40% satisfaction lift; 30% fewer support tickets
- AI RCA assistant shipped on-prem with business-data alignment
- ₹3 Cr annual savings via Xyne Spaces (Slack replacement product)
- Largest dashboard migration to unified design system + open-source launch with Blend UI

SKILLS

Product Management

Product Strategy, Roadmaps, PRDs, Prioritization, OKRs/KPIs, Stakeholder Management, Cross-functional Leadership, Product Launch

AI and Data Products

AI Products, LLM Integration, On-Prem AI, Natural Language UX, Search Optimization, Data Integration

Platform and SaaS

Enterprise SaaS, Platform Products, Workflow Automation, Adoption & Migration, Design Systems

Tools

Jira, Mixpanel, Notion, Excel, Google Workspace, Cursor, Claude

Soft Skills

Team Collaboration, Problem Solving, Attention to Detail, Communication, Integrity

EDUCATION

Bachelor of Technology in CSE (Hons.)

📖 Lovely Professional University   📅 2016-2020

Higher Secondary School (PCM)

📖 DPS Nigahi   📅 2014 - 2016

> **"**
> We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better.