Harshit Shukla
Product Manager - Data and AI

Email: shukla.harshitt@gmail.com
Mobile: +91-8054552521

LinkedIn

Professional Summary

Product Manager with 4+ years of experience building data-driven and AI-native products across fintech, web3, and analytics. Proven track record of leading products from 0→1 — spanning user research, UX prototyping, PRD creation, and GTM execution. Strong foundation in analytics (SQL, Python) and recent hands-on work building LLM-powered decision support tools. Skilled in Agile execution, cross-functional leadership, and driving measurable impact through experimentation and automation.

Core Competencies

- Product Lifecycle Management
- Go-to-Market (GTM) Strategy
- Product Roadmap
- LLM Evaluation & Prompt Engineering
- LLM Infra (LangChain, CI/CD)
- UX for Explainable AI
- Market & Competitive Analysis
- Agile & Scrum Methodologies
- SQL, Python & Pipeline Architecture
- A/B Testing & Experimentation
- User Insights & Personas
- Figma

Highest Qualification : Master's in Engineering   **BITS Pilani** (2019-2021)

Experience:

PYOR (Crypto Analytics Firm) – **Product Manager (Data and AI)**   **(July 2023 – Present)**

Led product strategy and roadmap for **Xray**, a crypto analytics platform for VCs and institutional investors where I:

- Conducted user interviews to identify key pain points like fragmented data, poor spreadsheet compatibility, and high tool costs.
- **Shipped high-impact features in 6 months** including custom chart builder, Google Sheets integration, and custom alerts, driving significant revenue growth.
- Built SQL pipelines to aggregate performance data across 10+ DEXs, covering 90% of on-chain volume.
- Automated token blacklisting and reporting workflows, saving 12+ hours/week and cutting ops costs by 20%.
- Developed a value-based pricing model that positioned Xray as a cost-effective alternative to premium analytics tools.
- Conducted competitive analysis and collaborated with GTM teams to refine product positioning and pricing.
- Owned PRD and worked closely with engineering and UX teams to define, prototype, and ship user-driven features.

Architected **PulseChain AI**, an end-to-end AI product turning on-chain metrics into natural-language decision frameworks for crypto Portfolio Mngrs:

- Designed and built an AI-native copilot transforming on-chain metrics into natural-language insights.
- Modeled the copilot on institutional PM workflows via user interviews, investor memos, and fund reporting patterns.
- Owned end-to-end PRD and worked with UX on explainability and interaction flow.
- **Reduced time-to-insight by 80%** and improved decision clarity using LLMs to detect, summarize, and simulate risk across token holdings.
- Designed a full-stack evaluation framework: signal detection precision, prompt fidelity, and LLM hallucination control (<5%).
- Achieved key success KPIs: **95%+ LLM insight relevance** and **65%+ signal hit rate**.

Coinswitch – Financial Analyst (Product Analyst)   **(Feb 2022 – July 2023)**

Led data-driven product growth and GTM strategy for CoinSwitch Pro, a crypto trading platform for advanced users, where I:

- Led analytics initiatives for CoinSwitch Pro, a crypto trading platform, to inform product roadmap and drive user growth.
- Designed automated KPI dashboards for tracking market share, feature adoption, and user engagement.
- Built a Root Cause Analysis (RCA) dashboard, saving 6+ hours/week in manual analysis.
- **Conducted user cohort and funnel analyses, helping drive a 30% increase in CTR and 10% boost in login-to-trade conversions for mweb.**
- Ascertained high-intent user cohorts to shape GTM based on user behavior and LTV targeting and personalized communication.
- Designed and executed Trading Leagues, a gamified campaign resulting in a 7% uplift in user retention.
- Developed and optimized GTM communication strategy, reducing campaign costs by 15%.
- Collaborated cross-functionally with marketing, design, and engineering to improve feature rollout impact and user engagement.

Cognizant – Associate Projects   **(July 2021 – Jan 2022)**

- Designed and implemented workflow automations, reducing manual intervention and improving process efficiency.
- Spearheaded improvements in data integrity management, leading to fewer reconciliation errors and faster reporting cycles.
- Managed end-to-end Salesforce system performance, ensuring uptime, data accuracy, and access control across client projects.

Additional Projects:

"Memora" - Fully functioning AI RAG Tool built from scratch to solve "institutional amnesia" — where critical knowledge and insights in organisations is fragmented/lost across platforms like slack, docs, atlassian, notion etc. Scoped and shipped independently: vector search, LLM prompting, and front-end UI for querying fragmented org memory.   Live demo→[https://institutional-amnesia-rag-rihs.vercel.app]