

# AYUSH M SAXENA

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Location: Mumbai

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## ASPIRING PRODUCT MANAGER

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EDC IIT Delhi & IIP Certified in Product Management, User Research and Data-Driven Decision Making with more than 5 industry-oriented projects like Productivity Redesign (User Research), Feature Prioritization (Decision-Making) and Growth Strategy Analysis (Product Analytics), also worked as a business consultant for 3 different categories of local businesses to improve my soft skills.

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### PROJECTS:

- **AI-enabled User Research-Driven Productivity Redesign Case Study** - understood the process of conducting qualitative user research, synthesizing behavioural insights and identifying emotional friction points and translating research findings into product requirements and UX design decisions.
  - **AI-enabled Feature Prioritization Framework with A/B Testing Simulation** – learned the methodology of evaluating feature ideas using RICE scoring, experimentation design, statistical significance testing and ROI-based roadmap decision-making.
  - **AI-enabled Product Analytics & Growth Strategy Case Study (Notion-inspired)** – studied the application of North Star metrics definition, activation and retention funnel analysis, cohort retention modelling and growth lever prioritization to improve long-term engagement and monetization.
  - **AI-enabled ML-Powered Recommendation System Product Case Study** – understood how product managers collaborate with machine learning systems into user value by defining personalization strategy, cold-start onboarding flows, explainability trade-offs and success metrics such as time-to-order.
  - **AI-enabled Go-to-Market Strategy for an AI Research Assistant** – learned the fundamentals of market sizing (TAM/SAM/SOM), ideal customer profile identification, competitive positioning, pricing strategy and 90-day GTM execution planning for an early-stage SaaS product.
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### EXPERIENCE:

- **Product Manager [Virtual Internship, EDC-IIT Delhi & IIP]:** applied domain concepts to real business use-cases and created practical outcomes.
  - **Communication & Problem-Solving Internship [EDC-IIT Delhi & IIP]:** worked with local businesses to design simple solutions using AI Tools.
  - **Emotional Intelligence & Critical Thinking Internship [EDC-IIT Delhi & IIP]:** balanced client needs and project deadlines effectively.
  - **Teamwork & Leadership Internship [EDC-IIT Delhi & IIP]:** led a team of interns and delivered assigned tasks on time.
  - **Business Transformation Internship [Physical, EDC-IIT Delhi & IIP]:** helped local business owners adopt digital tools and AI automation.
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### ACHIEVEMENTS & EXTRACURRICULAR ACTIVITIES:

- Received a Letter of Recommendation from the Indian Institute of Placement (IIP) in association with EDC IIT Delhi.
  - Certified in the “AI is the Future” training program, demonstrating expertise in emerging AI technologies.
  - Completed the “Self-Made Millionaire Program”, gaining advanced entrepreneurial and financial skills.
  - Awarded the “Achiever Award” for outstanding dedication and results in professional development.
  - Honored with the “Placement Finisher Award” for successfully supporting placement goals.
  - Recognized for excellence in teamwork and communication, facilitating collaboration and achieving shared objectives.
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### PROFESSIONAL COURSES & CERTIFICATIONS:

(EDC-IIT Delhi, assessment-based; concept phase)

- **EDC-IIT Delhi Certified in AI Tools and Prompt Engineering** – accelerated user research synthesis, PRD drafting and backlog grooming.
- **EDC-IIT Delhi Certified in Data Analytics** – translated KPIs into dashboards and decision-ready insights for product experiments.

### Soft Skills Certifications

(EDC-IIT Delhi Certified – developed practically while working with local business owners as an AI-preneur)

- **Communication and Storytelling** – communicated ideas and insights clearly to local clients; useful when presenting outcomes to managers.
- **Problem-Solving using AI Tools** – helped business owners solve real issues; builds the same mindset needed for Product Manager projects.

- **Teamwork and Collaboration** – worked in teams on live assignments; important for coordinating in corporate projects.
  - **Emotional Intelligence and Stakeholder Handling** – managed feedback from clients calmly; helps handle real-world work pressures.
  - **Critical Thinking and Research** – analyzed business situations and made practical decisions; useful for choosing right strategies.
  - **Presentation and Demo Skills** – showcased projects to mentors and clients; builds confidence for meetings.
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## **EDUCATION:**

- **Lokmanya Tilak College of Engineering, University of Mumbai | Batch 2020 – 2024**  
B.E. Computer Science and Engineering (Data Science) with Major (Honors) in Blockchain | CGPA – 7.59
- **Kendriya Vidyalaya Ambernath | Batch - 2020**  
HSC – Science (PCM) | Board - CBSE | Percentage – 71.80%
- **Kendriya Vidyalaya Ambernath | Batch - 2018**  
SSC | Board – CBSE | Percentage – 73.20%