Danu Sabu

📞 +91-9207917777 | ✉ danusabu15@gmail.com | 🐙 iamdanusabu | 🔗 danusabu

EXPERIENCE

Product Management Intern — Nov. 2023 – Feb. 2024
Associate Product Manager — Hybrid

- Conducted **user research** and **analyzed data** to identify user pain points and recommend improvements
- Created **user stories** and **product documentation** to ensure clear communication and project management
- Utilized **Agile development** practices and participated in sprint planning for EduAR

YouTube — Aug. 2019 – Present
Creator (@insightsbydanu + 2more) — Kerala,IN

- Grew channel to **100k subscribers in 1.5 years** & created 80+ videos on different topics
- Conducted A/B testing on titles and thumbnails; **increased video impressions by 2.5M** in 3 months
- Designed a Notion workflow to streamline video production and roadmapping; boosted productivity by 20%
- Partnered with brands like **Upstox** and **Loom Solar** to expand their outreach via sponsorships

Campus Community Manager — March 2022 – April 2023
TinkerHub — Kerala, IN

- Developed a community growth plan, targeting beginner and intermediate coders, resulting in a **20% increase** in student participation in coding events within **one year**
- Managed a team of 10 volunteers using **Notion and Jira** to plan and execute **15+** coding events, ensuring smooth event execution and timely delivery
- Presented **quarterly progress reports** to TinkerHub Foundation, clearly communicating areas for potential improvement

PROJECTS

Movie Ticket System

- Prioritized features based on **user feedback**, focusing on a streamlined reservation process, clear seat selection, and waitlist management for high-demand screenings.
- Released a minimum viable product for initial testing and gathered feedback from 30 beta users.
- 90 students used the platform for movie reservations, **with a satisfaction rating of 85%** based on a post-festival survey.

Unified Health Portal for Patients

- Conducted user interviews with 20 college students to understand their challenges related to prescription management
- Developed a low-fidelity prototype of the portal and conducted usability testing with 10 additional college students.
- Created a roadmap for future iterations, including integrations with pharmacy systems for online refills and potential medication interaction warnings.

EDUCATION

APJ Abdul Kalam Technological University — Nov. 2020 – July 2024
Bachelor of Technology in Computer Science and Engineering — Kerala, IN

- **Coursework**: Data Structures, Algorithms, Databases, Computer Systems, Machine Learning

SKILLS

Languages : Python, JavaScript (Angular.js), HTML/CSS, SQL
Tools : Figma, Notion, Jira, Trello, Google Analytics, GitHub,GitLab, Illustrator, AdobeXD