Utkarsh Pandey
Growth & Strategy
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Portfolio

NEXTLEAP PRODUCT MANAGEMENT TOP FELLOW - 2025 (Metrics, Wireframing, User Research, A/B Testing)

EDUCATION

Degree	Specialization	Institute	Year	CGPA
B.Tech	*Computer Science & Engineering*	VBIT Hyderabad	2024	8.0

WORK EXPERIENCE

- **Growth Analyst** *[Deccan AI]*   *Feb 2025-Present*
  - Partnered with the product and engineering teams to automate candidate shortlisting flows, **boosting efficiency by 40% and improving accuracy metrics** across diverse verticals
  - Designed and delivered **Agentic Data and RLHF samples** used in high-impact sales and investor presentations, directly supporting business development and client acquisition efforts.
  - Cross-functional project execution across **AI training, data operations and strategy**, successfully managing multiple initiatives from 0 to 1 and ensuring high quality and on-time delivery.

- **Growth (Operations Intern)** *[Ekincare]*   *Aug-Dec 2024*
  - Collaborated with internal ops teams and hospital networks to enable smooth execution of **1,500+ appointment bookings**, contributing to enhanced B2B partner satisfaction
  - Used SQL and Excel to support KPI analysis for growth and service delivery, identifying and resolving two major process inefficiencies, **driving a 15% improvement in processing speed.**

PROJECTS

- **Redesigning Post-Purchase Experience for Flipkart** *[Product Strategy & Improvement]*
  - Designed and prioritized a high-impact feature **(Flipkart Care Captain)** to reduce post-purchase friction for 10k+ orders, estimated to unlock $130M+ short-term and $340M+ long-term revenue impact
  - Delivered user flows, wireframes, and system design for a scalable human-led support model, improving **NPS, CSAT and LTV** through personalized concierge service
- **Advanced SQL Business Analytics Project** *[SQL, BI Tool]*
  - Leveraged window functions and CTEs to build dynamic **SQL pipelines** for trend, performance and segmentation analysis across customer and product datasets
  - Created modular, stakeholder ready reports and reusable SQL views, streamlining integration with BI tools. Uncovered insights on **revenue concentration, customer tiers and seasonal patterns**
- **AI Car with Real-Time Detection of Road Anomalies (Potholes)** *[CNN, YOLO, Python]*
  - Designed a **CNN-based system using YOLO architectures** to detect road anomalies, achieving 78.7% mAP with YOLOv4-Tiny for efficient pothole detection
  - Enhanced training datasets with image augmentation and pseudo-labeled data through semi-supervised learning to improve model performance

POSITIONS OF RESPONSIBILITY

- **Growth Marketing** *[IEEE 2023]*   *2021-2024*
  - **Managed social media campaigns** across platforms, achieving a **25% increase in follower base** and **30% growth in online engagement** by creating targeted content and leveraging marketing strategies
  - **Designed and executed 50+ marketing collateral**, including postersand promotional materials, resulting in a **20% boost in event attendance** and effectively communicating student branch initiatives.

EXTRA-CURRICULAR ACHIEVEMENTS/ACTIVITIES

- Led a **design team**, conducted user research to create a **Freshmen College Magazine** for 500+ students.
- Secured a coveted position in **SIH 2023,** out of **200+** students competing across India.

TECHNICAL SKILLS

- **Languages:** Python, MySQL, HTML/CSS
- **Tools:** Jupiter Notebook, GitHub, Figma, MS Office (Excel, PowerPoint), Jira, Balasmiq, Notion, Whimsical
- **Product:** A/B Testing, Market Research, Agile, Wireframing, Quality Management, Resource Management, User Research, RCA, Stakeholder Management, KPIs, Scrum, SDLC, Operating Systems