Naman Narula

Product – FamPay | IIT Madras

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SUMMARY

Product at FamPay & pursuing a Bachelor's degree in Data Science & Applications from Indian Institute of Technology, Madras. Strong problem-solver with a passion for technology, experienced in building with a proven track record in **Product Development, Data Analytics, and UXR.**

EXPERIENCE

FamPay (YC S19)   Jul '23 – Present
Product Team

FamPay is a fintech start-up focused on online and offline card payments for teenagers and has raised over $40 Million in funding from various VCs.

- Collaborating with the product & founding team to boost key company metrics, currently focusing on **Revenue** & **Contribution Margin**, actively engaging on growing verticals like Gift Cards, GPRC & App Store Codes, Mobile Recharge, Digigold, and Virtual Assets.
- Leading data and analytics for the Customer Support team, including the development of an in-house LLM-based support chatbot.
- Utilising tools like **CleverTap** and **Mixpanel** to drive various campaigns, user analysis & understanding behaviour, A/B testing, and validating experimental features to navigate **growth**, **retention**, and **engagement**.
- **Skilled in SQL** for retrieving user information, campaign execution, and user segmentation to support targeted initiatives and data-driven insights.
- Previously led multiple user research surveys to gain insights into user behaviour, resonate with user needs, and reposition features to increase utilisation and revenue.

AllesPay Technologies Pvt. Ltd.   May '22 – Jul '23
Founder

- Worked on building AllesPay, a platform for employers to provide tax-free meal benefits for their employees & manage their expenses.

Fiverr   Jun '19 – Aug '20
Freelance Web Developer

- Worked with customers from all across the globe to understand needs and build websites WordPress.

PROJECTS

Website: namantechlabs.com   (2018)

- The first website that I built at the age of 13 and authored over 15 articles relating to PC building, hardware & IoT.

VisiORAL: Human Eye for the Visually Impaired   (2019)

- A project aimed at transforming the visual world into the audio world for the blind and making them aware of the objects around them using Google's Cloud Vision API & a Raspberry Pi. This project has received over 250,000 views and 6000 likes across LinkedIn.
- Also bagged a gold medal in an inter-school competition in NCR & the first position with a cash prize in the District Science Exhibition organised by the state government.

Raspberry Pi Google Home   (2018)

- After my dad said no to me for a Google Home, I built my own using a Raspberry Pi & the Google Assistant API at the age of 13. This witnessed over 350,000 views and more than 8000 likes across LinkedIn.

VOLUNTEERING

Bharat Soka Gakkai   Delhi, India

- *An active member of the Global Non-Profit Organization - Soka Gakkai International & its Indian subsidiary Bharat Soka Gakkai (BSG), which is a community-based organisation that promotes peace, culture and education centred on respect for the dignity of life. I have participated in and helped behind the scenes for multiple peace conclaves, symposiums & plastic collection drives organised by BSG.*

EXTRA-CURRICULAR ACTIVITIES AND ACHIEVEMENTS

- Honoured as "The Changemaker" in 2019—the highest honour awarded to an Amitian for a project. Awarded by Dr. Amita Chauhan, Chairperson—Amity Group of Schools, in appreciation of the outstanding innovative approach to the project "VisiORAL."
- Judged Senior Robotics for both Robotronics 2022 and Robotronics 2023 held at Amity International School, Gurugram.
- Represented IIT Madras at "Akhil Bhartiya Shiksha Samagam 2023" held at IECC, Pragati Maidan in July '23

EDUCATION

Indian Institute of Technology, Madras   2022 – 2026

Bachelor of Science in Data Science
- President – Cosmos: IIT Madras BS Tech Society (2023 - 24)
- Events Lead – Google Student Developer Clubs, IIT Madras, successfully organised 10+ speaker events, facilitated multiple Google Study Jams and achieved Tier 1 Rank, & making GDSC at IIT Madras the **biggest GDSC in the world**.
- Super Coordinator – Paradox, IIT Madras, overseeing all technical events during the Marghazi '24 fest.
- Singlehandedly headed the flagship AI/ML Hackathon, PixelMind AI, at Paradox '23, bringing in sponsors with 150k INR in cash prizes & over 600 participants.
- Organised "EncryptID" – the very first online Cryptic Hunt event for IITM students during Saavan '23, Marghazi '24 & Paradox '24 fests.

TECHNICAL SKILLS

- **Technical Skills**: Python, Cloud (AWS/GCP/Azure), Web (HTML/JS/CSS), VCS, CLI, LLMs, LangChain, OpenAI, ChainLit
- **RnA**: SQL, CleverTap,MixPanel, Power BI, Metabase
- **Soft Skills**: User Research, Product Development, Roadmapping & Prototyping, Feature Prioritising etc.
- AWS Certified Solutions Architect – Associate Course (Udemy.com; A Cloud Guru)
- Introduction to TensorFlow for Artificial Intelligence, Machine Learning and Deep Learning (DeepLearning.AI)
- Fundamentals of Digital Marketing Certification Exam (Google)