

# Aparajita Rai



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## EXPERIENCE

<b>faan.ai</b>	<i>Ex-cofounder</i>	<i>Bangalore, Karnataka</i>	<i>August 2023 – June 2024</i>
<i>Entrepreneurship</i>	<i>Product and Go-to-market strategy</i>		
<i>Conceptualization</i>	<ul style="list-style-type: none"> <li>Faan.ai is an AI-Powered interior design platform focused on providing high-quality, low cost solutions for tier-2 cities</li> <li>On-boarded more than 100 contractors, interior designers and other stakeholders on the platform</li> </ul>		
<i>Design thinking</i>	<ul style="list-style-type: none"> <li>Built an MVP of 3D twin interactive model of the floorplan where the user can design their homes using various furnishing products available on the website</li> </ul>		
<i>User Experience</i>	<ul style="list-style-type: none"> <li>Built the web platform from scratch, worked on cold-start recommendation systems, used predictive analytics algorithms to predict user behavior and patterns and anomaly detection algorithms to detect outliers in the system</li> </ul>		
<b>Airtel</b>	<i>Platform Product Manager</i>	<i>Gurugram, Haryana</i>	<i>July 2022 – July 2023</i>
<i>Infrastructure SAAS</i>	<i>Product development</i>		
<i>Infrastructure as a service</i>	<i>Product roadmap, execution and delivery</i>		
<i>Research</i>	<ul style="list-style-type: none"> <li>Spearheaded the product roadmap to improve the infrastructure of a SAAS product that improved the overall potential gains by 30% in cost, scalability and response times</li> </ul>		
<i>API development</i>	<ul style="list-style-type: none"> <li>Implemented a system performance audit of databases, APIs, and user interactions and Benchmark the current infrastructure against industry standards</li> <li>Improved the API response time by 30% and API latency reduction by around 20% and, reduced infrastructure costs by 25%</li> </ul>		
<b>Airtel</b>	<i>Product Lead</i>	<i>Gurugram, Haryana</i>	<i>June 2021 – June 2022</i>
<i>Connectivity and IoT product development</i>	<i>Product marketing and Stakeholder management</i>		
<i>Ideation</i>	<ul style="list-style-type: none"> <li>Managed a cross-functional team of more than 100+ members including Engineering, marketing, Finance, supply chain marketing and sales to deliver core connectivity products</li> </ul>		
<i>Product launch</i>	<ul style="list-style-type: none"> <li>Conceptualized, designed and launched a B2B product, first of its kind offering for enterprises in India with more than 1 mn+ customers in retail and SME segment with a revenue of more than \$40 mn+</li> <li>Identified the gap in the on-boarding processes and devised a new onboarding flow that reduced the product delivery timeline by 3x impacting more than 500 mn+ users</li> </ul>		
<i>Product delivery</i>	<ul style="list-style-type: none"> <li>Implemented a new product shipping strategy for B2B customers that led to the reduction in TAT of the orders by 60%</li> <li>Awarded the "AirtelPro" award for exceptional performance in Product management in September 2021 and January 2022</li> <li>Featured on Airtel Business Page on LinkedIn for successfully launching an innovative product</li> </ul>		
<b>Decision Point</b>	<i>Product Manager</i>	<i>Gurugram, Haryana</i>	<i>August 2019 – May 2021</i>
<i>FMCG Data Analytics</i>	<i>User Research and Product Market Fit</i>		
<i>User Research</i>	<ul style="list-style-type: none"> <li>Worked on a conversational AI analytics platform, Beagle, a SAAS platform to enable data-driven decision making that is 15x faster than any BI tool</li> </ul>		
<i>Product Market Fit</i>	<ul style="list-style-type: none"> <li>Generated an annual revenue of \$4Mn. for the product "Beagle" for the FMCG companies (Coke, Pepsico, etc.) incorporating industry-focused analytics use-cases and gamification for their sales team and senior leaders</li> </ul>		
<i>Data Strategy</i>	<ul style="list-style-type: none"> <li>Spearheaded a data quality strategy that increased the operational efficiency of the product by 20%–30%</li> </ul>		
<b>Kred</b>	<i>Product Analyst</i>	<i>Bengaluru, Karnataka</i>	<i>July 2018 – June 2019</i>
<i>Supply Chain Finance SAAS Product</i>	<i>Product Operations and Dashboard Management</i>		
<i>Product Features Enhancement</i>	<ul style="list-style-type: none"> <li>Implemented feature changes and developed features that reduced the merchant onboarding time by 80%</li> <li>Conceptualized financial receipt reconciliation that reduced account management and customer support efforts by 5x</li> <li>Received the "Individual Extra Miler" award for exceptional performance in quarter Q3</li> <li>Received the "People's Choice" award in Ideathon 2019; Two of the suggested ideas were implemented and helped KredX generate revenue of 15 lacs every month without additional cost</li> </ul>		
<b>SecureNow Insurance</b>	<i>Sr. Manager, Special Strategy Projects</i>	<i>New Delhi, India</i>	<i>March 2017 – May 2018</i>
<i>Executive Assistant to the CEO</i>	<i>Strategy and Operations</i>		
<i>Strategy and Operations</i>	<ul style="list-style-type: none"> <li>Formulated the customer engagement plan by collaborating with multiple teams, leading to a 30% increase in leads, a 40% rise in Net Promoter Score, and a 20% increase in client retention</li> <li>Handled a turnkey project by leading a team to develop the Go-To-Market strategy for building specific insurance products for various industries, helping the company generate revenue of 3 crores in just two months</li> </ul>		
<b>Misys Software</b>	<i>Consultant</i>	<i>Bangalore, India</i>	<i>September 2013 – August 2015</i>
<i>Trade and Risk Management Solution</i>	<i>Software Development and IT Consulting</i>		
<i>Feature Development</i>	<ul style="list-style-type: none"> <li>Worked on the development, customization, and implementation of banking solutions product "Kondor+"</li> <li>Served as the product owner of Swift configuration '15, a global financial messaging system, delivering the project in a record time of 12 weeks</li> </ul>		

## EDUCATION

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Institute	Degree	Year
Vedica Scholars Programme for Women, New Delhi	Post-graduation in management Practice and liberal Arts	2015 - 2016
Birla Institute of Technology Mesra, Ranchi	Bachelor of Engineering, Information Technology	2009 - 2013

## SKILLS

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**Business:** Product management, SAAS/Enterprise Product, Platform Product, AI and Data Product, Customer interviews, Business intelligence

**Software:** Trello, Jira, Asana, Sketchup, Invision, Balasmiq, Moengage, Hotjar, Clevertap

**Design:** Design thinking, User Experience, Interface design and System design(high level design)

**Technology:** MySQL, Java, Python, Machine learning algorithms, Gen AI

**Strategy:** Agile product development lifecycle, Cross-functional team, Product release, Lean methodologies