Aparajita Rai

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EXPERIENCE

faan.ai	Ex-cofounder	Bangalore, Karnataka	August 2023 – June 2024
Entrepreneurship			Product and Go-to-market strategy
Conceptualization	• Faan.ai is an AI-Powered interior design platform focused on providing high-quality, low cost solutions for tier-2 cities • On-boarded more than 100 contractors, interior designers and other stakeholders on the platform		
Design thinking	• 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		
User Experience	• 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		

Airtel	Platform Product Manager	Gurugram, Haryana	July 2022 – July 2023
Infrastructure SAAS Product development			Product roadmap, execution and delivery
Infrastructure as a service	• 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		
Research	• Implemented a system performance audit of databases, APIs, and user interactions and Benchmark the current infrastructure against industry standards		
API development	• Improved the API response time by 30% and API latency reduction by around 20% and, reduced infrastructure costs by 25%		

Airtel	Product Lead	Gurugram, Haryana	June 2021 – June 2022
Connectivity and IoT product development			Product marketing and Stakeholder management
Ideation	• Managed a cross-functional team of more than 100+ members including Engineering, marketing, Finance, supply chain marketing and sales to deliver core connectivity products		
Product launch	• 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+ • 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		
Product delivery	• Implemented a new product shipping strategy for B2B customers that led to the reduction in TAT of the orders by 60% • Awarded the "AirtelPro" award for exceptional performance in Product management in September 2021 and January 2022 • Featured on Airtel Business Page on Linkedin for successfully launching an innovative product		

Decision Point	Product Manager	Gurugram, Haryana	August 2019 – May 2021
FMCG Data Analytics			User Research and Product Market Fit
User Research	• 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		
Product Market Fit	• 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		
Data Strategy	• Spearheaded a data quality strategy that increased the operational efficiency of the product by 20%–30%		

Kred	Product Analyst	Bengaluru, Karnataka	July 2018 – June 2019
Supply Chain Finance SAAS Product			Product Operations and Dashboard Management
Product Features Enhancement	• Implemented feature changes and developed features that reduced the merchant onboarding time by 80% • Conceptualized financial receipt reconciliation that reduced account management and customer support efforts by 5x • Received the "Individual Extra Miler" award for exceptional performance in quarter Q3 • 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		

SecureNow Insurance	Sr. Manager, Special Strategy Projects	New Delhi, India	March 2017 – May 2018
Executive Assistant to the CEO			Strategy and Operations
Strategy and Operations	• 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 • 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		

Misys Software Solutions Pvt. Ltd.	Consultant	Bangalore, India	September 2013 – August 2015
Trade and Risk Management Solution			Software Development and IT Consulting
Feature Development	• Worked on the development, customization, and implementation of banking solutions product "Kondor+" • Served as the product owner of Swift configuration '15, a global financial messaging system, delivering the project in a record time of 12 weeks		

Education

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

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