

# 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	<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>		
Design thinking	<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>		
User Experience	<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>		
Airtel	Platform Product Manager	Gurugram, Haryana	July 2022 – July 2023
Infrastructure SAAS	Product development	Product roadmap, execution and delivery	
Infrastructure as a service	<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>		
Research	<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></ul>		
API development	<ul style="list-style-type: none"><li>Improved the API response time by 30% and API latency reduction by around 20% and, reduced infrastructure costs by 25%</li></ul>		
Airtel	Product Lead	Gurugram, Haryana	June 2021 – June 2022
Connectivity and IoT	product development	Product marketing and Stakeholder management	
Ideation	<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>		
Product launch	<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>		
Product delivery	<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>		
Decision Point	Product Manager	Gurugram, Haryana	August 2019 – May 2021
FMCG Data Analytics	User Research and Product Market Fit		
User Research	<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>		
Product Market Fit	<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>		
Data Strategy	<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>		
Kred	Product Analyst	Bengaluru, Karnataka	July 2018 – June 2019
Supply Chain Finance	SAAS Product	Product Operations and Dashboard Management	
Product Features Enhancement	<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>		
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	<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>		
Misys Software	Consultant	Bangalore, India	September 2013 – August 2015
Trade and Risk Management	Solution	Software Development and IT Consulting	
Feature Development	<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

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

<b>Business:</b>	Product management, SAAS/Enterprise Product, Platform Product, AI and Data Product, Customer interviews, Business intelligence
<b>Software:</b>	Trello, Jira, Asana, Sketchup, Invision, Balasmiq, Moengage, Hotjar, Clevertap
<b>Design:</b>	Design thinking, User Experience, Interface design and System design(high level design)
<b>Technology:</b>	MySQL, Java, Python, Machine learning algorithms, Gen AI
<b>Strategy:</b>	Agile product development lifecycle, Cross-functional team, Product release, Lean methodologies