

Experienced PM shaping **zero-to-one** products for 4+ years, **reaching 2Mn+ users**. Crafting user experiences based on first principles, building customer empathy inside product. Beyond work, I excel in no-code development, UI/UX and badminton :)

## EDUCATION

### Indian Institute of Technology Kanpur

July'15 - Jun'19

Bachelor of Technology

- Head, Design Department of Antaragni (Cultural Festival of IIT Kanpur)

## PROFESSIONAL EXPERIENCE

### Product Manager - RecordBook (YC W22)

Bengaluru, May'22 – Present

Solving Bookkeeping for Small businesses in tier 2, 3 cities

- Increased #businesses achieving timely sales target by 30% with 'Dashboard' feature, helping them track top line metrics
- Introduced 'Automated WhatsApp alerts' for businesses to send live order updates to customers, **improving transparency**
- Saved over 1.5 man hours** by allowing businesses to generate & send invoices to customers, in custom templates, in seconds
- Built 'Advance permissions', allowing businesses to allow filtered collaboration by employees, securing sensitive information
- Increased subscription fees by 500%** from enterprises, through white labelled CRM solution and dedicated success manager
- Led cross-functional team of 7 to successfully **manage 100k MAU & generate \$60k ARR** across Android, iOS and Web

### Program Manager - Able Jobs (YC W20)

Bengaluru, Apr'20 – May'21

Solved unemployment through upskilling for 2 Mn+ fresh graduates (**Spotlight Abler Awardee**)

- Achieved 70% batch placement rate** by gamifying courses on-app, enhancing candidate upskilling and quality of candidates
- Developed internal matchmaking tool ensuring guaranteed interviews & **generating 14 lakhs monthly revenue from scratch**
- Enabled local language hiring for sales roles, thus placing subpar English candidates and **increasing placement ratio by 3x**
- Successfully **filled 90% of client vacancies** by organizing placement drives with 10+ companies like Byjus & 100+ candidates

### Product Manager - ICICI Lombard

Mumbai, Jul'19 - Mar'20

Solved for quick policy issuance and claims for big-ticket clients of sum insured up to 500 Cr

- Built mail chatbot, automating traditional mode of fire policy claims & **reduced TAT of claims to 5 minutes from 2 days**
- Reduced TAT from 14 to 3 days through** hybrid policy issuance for 50 complex products with 80% automation
- Standardized agent rating algorithm, having a direct impact on **reduction in claims by 30%** in fire policies
- Implemented standardized rating algorithm for 15,000 agents, for reliable underwriting, thus removing human bias
- Current volume of booked policies through the digital platform **increased by 33%** to 8000 in a span of 2 months

## ENTREPRENEURIAL EXPERIENCE

### Cofounder - Poli

Bengaluru, May'21 – May'22

Solved for engagement in online communities across multiple platforms like slack, discord, twitter

- Boosted engagement rate to 20%** by enabling 20k+ member communities to track actionable metrics like weekly churn rate
- Contributed to a **70% reduction in first reaction time** for "reported" posts in communities, by implementing "Report" plugin
- Increased brand superusers by 30%**, by building in-house algorithm to identify top members based on their activity scores
- Designed and developed alpha & beta MVP after over **100+ B2B consumer research calls** & rigorous user testing
- Supervised a 4-member tech team** to build and launch back to back 6 MVPs under estimated timelines

### Freelance Nocode developer - Airdev

San Francisco, Aug'21 – Dec'22

Signed a \$3000 contract with Airdev for each project lasting 2 weeks

- Built complex internal tools on **Bubble**, for US Clients including HP, and Teach for America, **increasing work efficiency by 200%**
- Built a freelance marketplace website with features to pay invoice, create and apply for tasks and messaging back and forth
- Demo Link: <https://bit.ly/3t4ZaXE>, [Demo 2](#)

Experience in: Product management Product Roadmap Product prioritization Analytics Customer Empathy Product Strategy Product Vision

Stakeholder Management User Stories Cross Functional Zero-to-one projects Experimentation Competition Analysis Team Leadership