

HIMANI GANDHI

PRODUCT MANAGER

B2C & B2B SaaS | Growth Strategy | 0→1 Product Development | AI & Data-Driven Products | Customer & Data Centric Solutions

PROFILE

Results-driven Product Manager with nearly 5 years across AI, D2C, and SaaS products. Expert at identifying market gaps, designing data-backed solutions, and accelerating product adoption. Led 0→1 product launches, scaled features that drove 30–40% user growth, and collaborated cross-functionally to maximize business value.

WORK EXPERIENCE

Product Manager at MovieMe | Jun 2023 - Mar 2024

AI-driven personalized movie & show recommendation app

- Led user research initiatives (focus groups, interviews) that resulted in a 25% increase in home screen satisfaction metrics through a complete UI/UX revamp.
- Redesigned the user onboarding journey, reducing the bounce rate by 30% and improving Day-1 retention.
- Spearheaded the integration of AI-based recommendation systems (LLM & collaborative filtering), improving content relevance by 25%.
- Defined product roadmap and managed end-to-end product lifecycle: backlog prioritization, sprint planning, and cross-functional execution.
- Conceptualized and launched "What to Watch" and social engagement features, driving a 40% increase in app downloads.
- Introduced gaming modules, advertisement placements, and analytics dashboards, expanding the app's monetization strategy.
- Collaborated closely with design, engineering, and marketing teams to align product goals with business growth strategies.

Sr. Product Analyst at Moda(Lifesight) | Apr 2022 - Jun 2023

B2B SaaS platform for D2C brands to automate retention marketing

- Ideated, built, and launched the "Actionable Insights" feature for Shopify brands, leading to a 30% increase in merchant engagement with the platform.
- Developed and rolled out hyper-personalized product recommendation engines, improving campaign CTRs by 25% compared to static alternatives.
- Drove cross-platform integrations with major partners including Facebook, Snapchat, Shiprocket, and Yotpo Loyalty to enhance product capabilities.
- Collaborated with sales, customer success, and engineering teams to ensure seamless product-market fit and client adoption.
- Created detailed PRDs and roadmaps, balancing stakeholder needs, technical feasibility, and user impact.

Product Analyst at TCS | Aug 2019 - Mar 2022

- Acted as a bridge between business stakeholders and engineering teams for requirements gathering, modeling, and documentation.
- Delivered the "SmartConnect" SaaS platform, successfully rolled out to 300K+ users, enhancing client communication and engagement.
- Authored comprehensive PRDs, BRDs, and user journeys, contributing to faster development cycles and increased internal adoption rates.
- Supported sprint planning and UAT efforts, ensuring product releases met stakeholder expectations on time.

SKILLS

Product Management:

PRD, BRD, Roadmapping, Backlog Management, A/B Testing, 0→1 Development & Launch, GTM strategies, User Research

Analytics & Tools:

SQL, Tableau, Mixpanel, Postman, Jira, Figma, Notion

Domain Knowledge:

MarTech Automation
(D2C Retention, Personalization, Campaign Automation)
Entertainment Tech
(Recommendation & Personalisation Engines)
Consumer AI
(LLMs, Collaborative Filtering)

Technical:

API Documentation, Cross-Platform Integrations

EDUCATION

PGDM in IT & Analytics

ITM, Kharghar

2017 - 2019

B.Tech in IT

GIT, Jaipur

2012 - 2016

CONTACT

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