Devansh Dubey

8770922372 | devanshd0304@gmail.com | [Linkedin] | [Product Portfolio]

EDUCATION

BITS Pilani, Hyderabad Campus [2022-2027]
B.E.(Hons.),Mechanical Engineering and Msc., Physics

Christ Church Boys' School [2010-2022]

TECHNICAL SKILLS

Core Skills: User Research, Problem Framing, Wireframing, UX/UI Principles, Defining & Analyzing Metrics, System Design, Supply chain analysis, Brand identity design, Leadership, Teamwork
Data & Analytics Tools: Python, SQL, Google Workspace, Excel, PowerBI, Tableau
Other Product Tools: Figma, Jira, n8n, Adobe Suite, Bulsaimiq, Whimsical, Gemini
Fellowships: Nextleap Product Manager Fellowship, CodewithHarry Data Science course, Doremon Den PM Cohort

EXPERIENCE

InsideIIM/AltUni : Growth and Strategic Intern [March - May 2025]
Remote

- Contributed to user growth initiatives, resulting in a 20% increase in user sign-ups through targeted campaigns.
- Managed and drove engagement in student communities, boosting participation by 30% across various platforms.
- Supported the content creation team with student-centric content, leading to a 15% increase in content interactions and improved engagement rates.

Flairsoft Consulting Group: Business Development Intern [June - August 2024]
Remote

- Performed in-depth competitive SWOT analysis of the Right-of-Way software market to identify key opportunities and threats.
- Developed actionable go-to-market strategies for Flairsoft Consulting Group, targeting enterprise clients and enhancing market penetration.
- Collaborated with cross-functional teams to implement strategic recommendations, leading to a 15% increase in client acquisition and improved product positioning in the market.

POSITION OF RESPONSIBILITY

Convenor, Pearl'25 (BITS Pilani, Hyderabad Campus) [March 2025]
South India's largest cultural fest

- Oversaw a 1.5 Cr budget for Pearl'25, ensuring efficient allocation across key event components.
- Crafted the festival's identity, designing the logo, theme, and branding for Pearl'25, secured top sponsors like Red Bull, ITC and Alienware, significantly boosting event resources and visibility.
- Managed 10 departments and 20 clubs, coordinating 200+ team members to ensure smooth operations. Achieved 20k+ footfall and record participation from 100+ colleges, and increased social media engagement by 20%.

Cultural Secretary [August 2024 - March 2025]
Student's Union BITS Pilani, Hyderabad Campus.

- Increased college merchandise revenue by 50%, generating 60 lakh compared to 40 lakh last year, through targeted research on student preferences and demand.

PROJECTS AND CERTIFICATIONS

Secured 3rd rank, Doremon Den PM Bootcamp with 100+ participants by analyzing WhatsApp's user journey, creating 3 user personas from interviews with 40+ users, designing 2 UI upgrades and 3 features (including an AI-powered Chat Summarizer), and developing a Figma prototype with 5+ success metrics.
Secured 3rd place in Productrix :Product Strategy Deck Competition, 600+ participants
Completed Udemy certification in: Logo Design & Brand Identity Mastery, UI/UX design mastery