

# ASHISH PANJWANI

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## PROJECTS

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### Awe

[Website](#) | [Download APK](#)

*AI travel app for personalized itineraries and daily travel inspiration.*

- Led product discovery through a 25-traveler survey where 68% highlighted the need for instant personalized itineraries, shaping the product vision and core value proposition.
- Owned the MVP end-to-end from scoping through launch, validating UX through user testing and embedding LLM-powered itinerary generation using Gemini into the core product experience.

## EXPERIENCE

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### Shoopy (Clevup Technologies Pvt. Ltd.)

Noida, India (Remote)

Software Development Engineer 3

Jun 2021 – Jul 2025

*B2B2C SaaS E-commerce platform helping 100K+ SMBs launch online stores with integrated tools for inventory, payments, and shipping (500K+ downloads, 4.3★ Play Store rating).*

- Translated merchant pain points into technical requirements for 'Product Variants,' enabling multi-SKU management that reduced product catalog redundancy by 45%.
- Defined product strategy and roadmap for the In-App Plugin Ecosystem; aligned stakeholders across teams and partners to integrate 25+ tools (Razorpay, Shiprocket, Google Analytics).
- Scaled Baat.ai (WhatsApp commerce) by defining core success metrics and user engagement flows, resulting in a 15–20% uplift in customer re-engagement and conversion rates.
- Owned improvements to marketplace search & discovery by analyzing search → PDP funnels; shipped advanced filters and faster result loading, improving search CTR and perceived relevance by ~35%.
- Shipped Stripe subscription payments for Baat.ai, designing plans, checkout flows, and webhook-driven workflows across the subscription lifecycle (invoices, renewals, payments).
- Led cross-functional delivery with Design, QA, and Ops, removing blockers to ship milestones on time.

### 1dot1

Remote

Co-Founder & CTO

May 2020 – Feb 2022

*Career-mentoring website connecting students and young professionals with 60+ verified experts across 25+ industries for 1-to-1 guidance sessions.*

- Defined the user journey from discovery to booking, achieving 90% session completion in early pilots.
- Conducted interviews with mentors and mentees to refine onboarding and communication flows, improving repeat sessions and overall user experience.

### Freelance

Remote

Software Engineer

Feb 2020 – Jun 2021

- Delivered two distinct products: a mobile exam app with question/test/analytics modules, and a tourism web platform for the Bastar Tourism Board that digitized local attractions and workflows.

## EDUCATION

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### Rungta College of Engineering & Technology

Bhilai, India

*Bachelor of Technology in Computer Science & Engineering*

Jul 2016 - Jul 2020

CGPA: 8.3

## ADDITIONAL INFORMATION

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**Analytics & Experimentation:** Google Analytics, Posthog, Datadog, A/B Testing

**Technical Skills:** Product Management, User Research, UI/UX, Figma, SQL, Flutter, Java, REST APIs, Agile

## ACCOMPLISHMENTS

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- Won Runner-up prize in SKYHack 2018, a hackathon organized by Govt. of Chhattisgarh.