



# SAGAR BALU JAID

Product Manager | AI SaaS | Software Engineer

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Location: Bangalore, India

## SKILLS AND TOOLS

HTML, CSS, JavaScript

Product Innovation

Product Strategy

Web Development

Next JS, React JS

Tailwind CSS

Product Marketing

Product Design

UI & UX

API Integrations

Product Management

SEO

Go-to-market Strategy

Digital Marketing

SAAS

Product Management

Market Research

Team Collaboration

Agile and Scrum

Product Development

## CAREER OBJECTIVE

7+ years of experience as a Software Engineer and strong foundation in Product Management, SaaS, Artificial intelligence and a key interest in software-based products (SAAS)

I'm looking for a challenging opportunity in Product Management to leverage my technical background and product skills.

My long-term goal is to build or be part of a Product-based company that can impact millions of lives.

## CAREER HIGHLIGHTS

- Built an AI web app as an experiment to scale to 40,000+ organic visitors per month, later Sold the app to an Australian company.
- Enrolled in 40+ software engineering projects. Balanced experience in web development, Product, and marketing, Spent most of my 20's time as a hustler, hacker and hipster. worked with clients from all over the world, mainly in the US markets.

## WORK EXPERIENCE

**Sr. Software Engineer**

Dec 2021 - Aug 2024

Photon, Bangalore, IN

- Coordinated with product designers and product managers to translate feature designs into code, driving forward new feature developments with the engineering team.
- Improved product search and checkout for a top US faucet brand, boosting add-to-cart by 30% and checkout by 10%, adding \$45M annually.
- Led feature rollouts for a major US food brand for 2 years, delivering updates across 6+ brands from a single codebase, increasing revenue by \$30M.
- Achieved AA+ accessibility rating, enhancing usability for disabled customers.
- Led a team of 4 devs, covering Scrum Master duties to ensure smooth daily operations.

## EDUCATION

### Master in Business Administration

Golden Gate University,  
USA Online - 2023-2025

### Bachelor of Commerce

YCMOU University,  
Nashik, IN - 2017-2021

## CERTIFICATIONS

Product Management by  
Tech PM

The Complete Web Dev  
Bootcamp

MERN Stack Bootcamp

Advanced Digital Marketing  
Diploma

## HOBBIES

An active runner, I like to run  
or walk at least 5km a day.

I like to write about tech and  
had 2m blog post views as a  
technical and life blogger.

Love building products from  
the idea stage to the scale  
stage.

### MERN Full Stack Developer

Troislogic, Mumbai, IN

Nov 2019 - Nov 2021

- Translate client business requirements into technical designs and documentation using Figma.
- Developed front-end features in React and collaborated with backend teams to integrate APIs.
- Managed 2-3 projects, including one mobile app.

### Full Stack Developer

Robosoft, UAE

Jan 2019 - Oct 2019

- Collaborated with management and sales teams to align on ERP website project goals.
- Designed landing pages, site structure, and architecture; wrote content for each page.
- Executed SEO for 30+ location pages, creating over 500 pages total.
- Managed and optimized Google Search ads, driving targeted traffic to increase leads
- Automated lead generation, yielding 300+ leads, each valued at 1M AED

### SEO Specialist

Think Tank Digital Media, Mumbai, IN

March 2018 - Dec 2018

- Led a team of 7 across marketing, development, and social media in a creative digital and advertising agency.
- Managed SEO for 10+ internal projects and built successful marketing plans for new brands from the ground up.

### Digital Marketing Manager

Doctors Risk Medico-Legal, Mumbai, IN

Dec 2016 - Feb 2024

- Revamped the brand's online image and established a strong digital presence.
- Improved SEO performance and implemented lead generation automation.
- Led a team of 3 digital marketers and 2 telecallers, successfully generating over 4,000 leads through Facebook ads.

### Web Developer and Social Media Internship

Social Nomad, Mumbai, IN

Aug 2016 - Nov 2016

- Established the business website, designed the logo, and implemented early SEO strategies

## PUBLIC PROJECTS/ SIDE HUSTLES

Project	Project Description	Project Links/URL
AI content writer	<p>I started ScripAI as a fun project to see if I could take an idea to market and learn NextJs. I planned the product launch, it went viral in a week and approximately 40,000+ users are using the app every month.</p> <p><b>Skills:</b> Ideation, Product Vision, Product Strategy, GTM, Product Design, Next.js, React.js, Tailwind CSS, OpenAI API</p>	<a href="https://scripai.com">scripai.com</a>
Career discovery tool	<p>I built this tool to help students find the right career fit. It's an AI career suggestion engine and detailed career pathfinder. Currently, 60,000+ students have used this tool from all over the world.</p> <p><b>Skills:</b> Ideation, Product Vision, Product Strategy, GTM, Product Design, Next.js, React.js, Tailwind CSS, OpenAI API</p>	<a href="https://careerdekho.ai">careerdekho.ai</a>
AI visa officer	<p>I am building this tool for international students so that they can practice for a US student visa interview. (on-going experiment)</p> <p><b>Skills:</b> Ideation, Product Vision, Product Strategy, GTM, Product Design, Next.js, React.js, Tailwind CSS, OpenAI API</p>	<a href="https://visainterviewai.com">visainterviewai.com</a>
Text case converter	<p>Simple case converter for text</p> <p><b>Skills:</b> Ideation, Next.js, React.js, Tailwind CSS, JavaScript</p>	<a href="https://ccase.cc">ccase.cc</a>
Robosoft website	<p>Created over 500 website pages, implemented lead generation automation, and enhanced UI and content with Robosoft.</p> <p><b>Skills:</b> HTML, CSS, Google Analytics, SEO, Paid ads, WordPress and email marketing</p>	<a href="https://robo-soft.com">robo-soft.com</a>
Troislogic website	<p>One page website</p> <p><b>Skills:</b> HTML &amp; CSS, JavaScript, UIUX</p>	<a href="https://troislogic.com">troislogic.com</a>
Crypto P/L app	<p>Simple Wazirx crypto profit and loss calculator</p> <p><b>Skills:</b> HTML &amp; CSS, JavaScript, UI design</p>	<a href="https://bit.ly/wrizx">https://bit.ly/wrizx</a>
Cofoundr fit	<p>Simple find a co-founder app UI &amp; UX design</p> <p><b>Skills:</b> Product UI &amp; UX, Saas, Figma</p>	<a href="https://bit.ly/co-ui-ux">https://bit.ly/co-ui-ux</a>