

Pramit Singhi

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EDUCATION

Indian Institute of Technology Roorkee
B. Tech Electrical Engineering (CGPA 7.826)

Roorkee
Jul 2015 - May 2019

EXPERIENCE

Zoomcar
Product Team

Bangalore
Jul 2019 - Present

- Created a loyalty program based on the Hooked model including variable incentives for the user. Carefully crafted gamification to amend the user behaviour and increase booking rate from 3.3/user/year to approx 4.1/user/year to the date. Projected increment is 4.7/user/year.
- Executed a MVP solution for in-city travel, in less than 100 days from ideation to release. It caters to the need of clean cars during COVID-19 for short travel. Dropped pricing to around 30% from cabs. Performed feedback testing with community. Integrated a new payment system to reduce outstanding and also pay after ride for user convenience.
- Worked as a PM to launch phase-1 of membership program. Hitting the repeat user frequency to 34% and increasing ATV by 10% from the members by providing system built-in benefits. Selling memberships at a constant rate by targeting customers with high number of bookings on mails, banners and PNs. Running experiments with content to increase number of purchases.

Mozilla (Pontoon)
Google Summer of Code Developer

Remote
May 2018 - Aug 2018

- Performed user research with 134 responses to prove the hypothesis for homepage revamp. From the homepage, 50% didn't understand the product, 60% didn't know how to start contributing.
- Improved and designed new information architecture to explain the "what, why & how" of localization. Brought a clear call-to-action for user to contribute. Developed it in Javascript and HTML/CSS on Django framework.
- Recorded 50% decrease in Exit Rate and 250% decrease in Avg. Time on Page within 3 month period before and after the release.

ZestMoney
UI/ UX Designer

Bangalore
Dec 2016 - Jan 2017

- Redesigned user application flow to get micro-loans using a step-by-step mailing procedure to make the process clear and easy. Designed assets to maintain the trust in the company.

SKILLS

Product: User Research, UX Design, IA, Wireframing, Prototyping, A/B Testing
Tech: Javascript, HTML/CSS, C++, Python, SQL
Other: Neural Networks, Data Structures & Algorithms, Data Analysis, Fuzzy Logics

POSITION OF RESPONSIBILITY

Head of Design @ SDS Labs, IIT Roorkee

Lead the design team of 10 students to create products for students. Promoted a culture of integration of technology and design by conducting various open-lectures and sprints to evolve product culture.

Vice President @ Geek Gazette, IIT Roorkee

Lead a team of 70 students, to bring out the best technical content to the students. Increased the number of users and online promotions. Increased revenue sources through web-ads.

AWARDS

Kishor Vaigyanik Prothsaan Yojana (KVPY) Scholar

It is a scholarship program conducted by the Indian Institute of Science (IISc), Bangalore and is one of the most prestigious awards/ examination for secondary school students. Aug 2015

National Talent Search Examination (NTSE) Scholar

It is conducted by the Govt. of India. It selects around 1000 students every year on the basis of Maths, Science and Social Science knowledge. Jun 2014