

# Shubham Agrawal

Full Stack Product Leader with 11+ Years Experience

✉ shubham.july90@gmail.com

☎ +91 77188 24116

🌐 LinkedIn

🐙 GitHub

🌐 Website

## SKILLS

**Product:** First Principles Product Design, End-to-End Development (Ideation → UX/UI → Development → Optimization → Marketing), AI-Driven Development & Automation

**Leadership:** Team Management, Agile Project Management, Stakeholder Management

## PROFESSIONAL EXPERIENCE

### Muvi.com

Chief Product Officer

Apr'23-Present

- Led product development across 5 product lines with 100+ engineers and 8+ direct PM reports
- Drove 30% increase in team speed and goal achievement by streamlining organizational processes
- Increased lead-to-customer conversion by 25% by prioritizing product performance and user experience

### Radio Rocket

Co-Founder & Chief Product Officer

Dec'21-Mar'23

- Scaled mobile app-based radio platform to 500,000+ cumulative downloads with breakthrough user engagement:
  - 40 minutes average daily user time
  - 40%+ week-1 user retention rate
- Secured \$500K funding from Whiteboard Capital and 12 angel investors by demonstrating strong product-market fit

### Classplus

Program Manager & Product Lead

Nov'20-Dec'21

- Built comprehensive marketing tools for educators:
  - Achieved 50% daily active usage through content sharing and lead generation features
  - Scaled Classplus Lite to drive 20% of company's new customer acquisition
- Launched "Readymade Study Material" module, creating new revenue stream for educators

### Bharat Class

Co-Founder & Product Lead

Feb'17-Oct'20

- Built profitable edtech startup from scratch:
  - Scaled to 40,000+ students and 10,000+ educators across multiple cities
  - Maintained consistent revenue growth throughout operations
- Led strategic transformation during Covid, pivoting from offline test prep to full-stack digital platform with white-label solutions for educators

### BedBathMore

Product Head

Apr'16-Jan'17

- Improved Net Promoter Score by 30% through comprehensive mobile app and website revamp
- Reduced time-to-market by 50% by restructuring product team and realigning priorities
- Implemented advanced product features including web scraping, image recognition-based product suggestions

### Previous Roles

Notable Highlights

Apr'13-Mar'16

- **Toppr:** Drove 1000% increase in email performance through comprehensive content & delivery system redesign
- **Adister:** Scaled to largest online notebook brand in India, managing multi-city operations

## TECHNICAL TOOLKIT

- **Product & Design:** Figma/FigJam, Linear, Whimsical, Notion, Jira
- **Analytics & Data:** Google Analytics, Mixpanel, CleverTap, WebEngage, Firebase
- **AI & Automation:** Claude-3, v0, AI Agents, Cursor, Midjourney, Perplexity
- **Development:** React/TS, Node, Python, React Native

## EDUCATION

Indian Institute of Technology, Roorkee

2009 - 2013

B.Tech Metallurgical & Materials Engineering

CGPA: 7.4

Department Secretary. Active in entrepreneurship, robotics, and choreography.

## OTHER HIGHLIGHTS

- **Media:** Featured in [YourStory](#) (BharatClass) and [YourStory, The Hindu](#) (Adister)
- **Unacademy:** Ex-Educator with 2M+ watch minutes and 20,000+ followers
- **Digital Marketing:** Led successful campaigns for Sattviko, Gigstart, and Delhi Tourism