

# THAMIZH SELVAN

## PRODUCT MANAGER

thamizh.selvan.va@gmail.com • +91-9791-86-4186 • [LinkedIn](#) • [Portfolio](#)

### PROFESSIONAL SUMMARY

Product Manager with 6 years building and shipping products from 0→1. Led product discovery that closed a company's first paying customer after 2.5 years, increased demo-to-trial conversion, and secured \$250K in funding. Track record of identifying market gaps through research, defining roadmaps that deliver business outcomes, and launching features that drive 80%+ growth. Strong UX foundation means I ship products users actually want while hitting revenue goals.

### PROFESSIONAL EXPERIENCE

#### Product Manager & UX Designer

**Shorter Loop** • Remote • Dec 2022 - Jun 2025

*Joined as UX Designer, promoted to Product Manager after identifying critical product gaps and driving company's first revenue*

- Identified product-market fit gaps through extensive user research (50+ interviews) and competitive analysis in first 6 months—discovered existing product didn't solve core customer pain points
- Defined and proposed new product roadmap based on research findings, validated through user testing and stakeholder buy-in—became company's strategic direction
- Led discovery and delivered three core features through cross-functional collaboration that generated company's first revenue after 2.5 years and secured \$250K funding round
- Increased demo-to-trial conversion by redesigning onboarding experience and realigning product positioning to match actual user needs—directly led to closing first paying customer
- Drove 80% improvement in activation rates by leading full product redesign (navigation, information architecture, core workflows) informed by usability testing and user feedback
- Integrated GenAI into product workflows to automatically convert unstructured user feedback into actionable product insights, accelerating feature iteration cycles by 40%
- Established continuous discovery practice: conducted user interviews, surveys, and usability tests to validate decisions and prioritize roadmap—shifted company from opinion-driven to research-driven product development
- Evolved and maintained design system that reduced design-to-development handoff time by 30%, enabling faster shipping velocity

#### Product Designer (UX/UI)

**Phantom FX** • Remote • Feb 2021 - Oct 2022

*Led end-to-end product transformation of abandoned internal tool, taking ownership of discovery, strategy, and delivery*

- Took ownership of failing VFX project management tool with <10% adoption—conducted stakeholder interviews across 8 different production roles (producers, coordinators, artists, finance, analytics teams) to understand workflows and jobs-to-be-done
- Identified core usability failures and misalignment with actual production workflows through discovery research and workflow mapping across 8+ departments
- Defined product strategy and redesigned entire tool based on research insights—created prototypes, ran usability tests with real users, and iterated based on feedback before development
- Led QA and rollout strategy to ensure smooth adoption across departments and studio branches
- Drove adoption from 10% to 97% across 8+ departments in 2 studio branches within 6 months by solving real workflow problems instead of assumed needs
- Improved System Usability Scale (SUS) score from <5 to 95 by shipping a product that actually worked for how people worked—not how stakeholders assumed they worked
- Built scalable design system that reduced design inconsistencies and cut design cycle time by 40%, enabling faster product iteration

## UI/UX Designer

**Freelance & Personal Projects** • Jun 2019 - Jan 2021

- Published Android apps with 1,000+ downloads, handling end-to-end product development (research, design, development, launch)
- Designed and shipped websites and mobile apps for clients, conducting user research to validate design decisions and ensure product-market fit

## EDUCATION

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**MS Software Engineering** • Vellore Institute of Technology

## SKILLS

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**Product Management:** Product Discovery • Product Strategy • Roadmap Planning • Market Research • Competitive Analysis • Feature Prioritization • Cross-functional Leadership • Stakeholder Management • Product-Market Fit • Experimentation

**Research & Validation:** User Research • User Interviews (50+) • User Surveys • Usability Testing • Jobs-to-be-Done • Workflow Analysis • User Testing • Prototype Validation

**Design & Delivery:** Information Architecture • UX Design • Design Systems • Wireframing & Prototyping • QA & Testing • GenAI Integration