

# HITENDRA SINGH

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## SUMMARY

**Dynamic Product Manager with 6+ years of experience** delivering user-centric, high-impact products across **SaaS, EdTech, HealthTech, E-commerce and AI**. Skilled in **MVP definition, UX optimisation, and data-driven decision-making**, backed by strong cross-functional leadership. Demonstrates a proven ability to deliver measurable impact, including a **65% increase in qualified leads** and a **90%+ improvement in form load speed**, driving **stronger engagement and business growth**.

## WORK EXPERIENCE

- Product Management Consultant** July 2024 – Present  
Freelance, Remote
- Directed the definition of product requirements, user flows, and MVP scope for *Meet n Mate* (dog-dating app), delivering a development-ready Figma prototype that **cut requirement clarification time by 30%** for the engineering team.
  - Crafted a 2D animated product demo video for *Bloodedge* by developing the script, narrative structure, and storyboard, resulting in a **95% client satisfaction score** and stronger communication of product value for marketing and investor outreach.
  - Launched the pre-launch landing page for *Mannsukh* (AI emotional companion) and iterated the content layout through **3 refinement cycles**, resulting in clearer messaging and a stronger value proposition for early audiences.
- Product Manager** March 2024 - July 2024  
Meritto (formerly NoPaperForms), Gurugram
- Enhanced webhook reliability by adding clear API timestamps and status logs, enabling QA and Engineering to **debug issues 40–60% faster** and reducing client escalations across admission workflows.
  - Improved application form performance by implementing on-demand master data loading, **cutting load time from 1–2 minutes to under 10 seconds** and significantly lowering student drop-offs.
  - Boosted admission conversions for **1500+ institutions** by optimising form loading and fixing webhook delays, directly increasing completed applications and client business outcomes.
- Product Manager** April 2023 – March 2024  
Stride Ahead, Remote
- Spearheaded the creation of a career-integration assessment engine that identified users' strengths and aspirations, **boosting qualified lead generation by 65%** and improving top-of-funnel conversions.
  - Launched a mentor–mentee matching platform that connected aspirants with industry experts, driving a **50% increase in user engagement** and strengthening overall platform stickiness.
  - Developed a personalised cohort-learning ecosystem by redesigning career pathways and onboarding flows, leading to a **28% rise in learner completion rates** and higher program retention.
  - Orchestrated high-impact career workshops and integrated structured feedback loops, resulting in a **34% boost in learner satisfaction scores** and empowering **100+ participants** in their career journeys.
- Associate Product Manager** January 2023 - April 2023  
Virtual Diamond Boutique
- Led cross-functional development of a unified inventory management system by gathering requirements, mapping workflows, and validating edge cases, helping **reduce inventory errors by 30%** across the VDB ecosystem.
  - Revamped the search experience by simplifying filter options, refining the layout of results, and improving visual clarity in the search journey, which led to a **20% increase in search usage** among active shoppers.
  - Collaborated closely with engineering, QA, and marketplace teams to deliver high-velocity product improvements, **cutting resolution time for product issues by 35%** and accelerating feature delivery across the platform.
- Associate Product Manager** June 2022 - December 2022  
Clovia, Noida
- Revamped the Raw Material Planner by restructuring end-to-end planning workflows, standardising data inputs, and eliminating process inefficiencies, leading to a **14% reduction in raw material wastage** and driving measurable cost savings for production teams.
  - Spearheaded the launch of **Skivia**, addressed critical bugs, and contributed to a substantial **15% increase in Clovia's Monthly website traffic**, showcasing dedication to delivering a seamless online experience.
  - Collaborated across engineering, design, marketing, finance, production, and QA to deliver product releases **on time and within budget**, improving overall execution efficiency and cross-team alignment.

## Product Management Consultant

May 2019 – June 2022

Digital Futur, Noida

- **Directed** the end-to-end development of The Wellness Corner's mobile app features (Period Tracker, Steps Tracker, Assessments, Dental Clinic), driving a **54% increase in overall mobile app traffic**.
- **Designed** key user journeys on The Wellness Corner website (Nutrition Facts, Q&A Forum, Health Checks) by simplifying navigation and clarifying content flow, resulting in a **27% increase in user engagement** across core wellness pages.
- **Elevated** ImpactGuru's medical fundraising experience by strengthening SEO strategy and redesigning high-intent landing pages, delivering a **2x increase in conversion rates** for fundraising campaigns.
- **Redesigned** medical and disease-specific landing pages by improving layout structure, enhancing spacing for clarity, and refining interaction flow, resulting in a **64% increase in page views** and a smoother overall user experience.

## SKILLS

- **Product Management:** Roadmapping, Product Strategy, Product Vision, Product Discovery, Feature Prioritisation (RICE, MoSCoW), Product Requirement Document, Go To Market Planning, Objective and Key Results, Hypothesis-Driven Development
- **Agile Execution:** Sprint Planning, Backlog Grooming, User Stories, Cross-Functional Leadership, Release Planning
- **Data & Experimentation:** A/B Testing, Funnel Analysis, Cohort Analysis, Data Analysis, Google Analytics, Google Search Console, SQL
- **User Experience & Research:** Wireframing, User Flows, Customer Journey Map, Prototyping, Usability Testing, Design Thinking
- **AI-Driven Product Skills:** Prompt Engineering, GenAI Product Thinking, Workflow Automation, AI Prototyping, V0.dev, Google AI Studio, Midjourney, n8n
- **Technical Skills:** APIs, Webhooks, System Understanding, Technical Documentation
- **Tools:** Jira, Zoho Sprints, Zoho Desk, Confluence, GitHub, Notion, Vercel, Figma, Whimsical, Hotjar, Miro

## EDUCATION

- **Product Management Fellowship** 2020 - 2021  
Brightigo Product School, Delhi
- **Bachelor of Technology - Computer Science Engineering** 2014 - 2018  
Amity University, Noida

## MENTORSHIP ENGAGEMENT

- Mentored **100+ aspiring product managers**, guiding **20+ successful transitions** into PM roles across startups & MNCs.
- Delivered **70+ personalised 1:1 sessions** (mock interviews, resumes, career strategy), maintaining a **5-star Topmate rating**.
- Created structured PM transition playbooks enabling learners to break into PM roles within **3–6 months**.

## CERTIFICATIONS

- **Technology for Product Managers** (Project Management Institute)
- **Jira Fundamentals Badge** (Atlassian)
- **Figma UI/UX Design Essentials** (Udemy)
- **n8n Course: No Code AI Agent Builder** (Simplilearn)
- **Google Analytics Certification** (Google)
- **The Fundamentals of Digital Marketing** (Google)

## ACHIEVEMENTS

- Recognised as the **Top 1% Mentor** for Aspiring Product Managers by Topmate (2025).
- Honoured as a "**Content Catalyst**" for making a meaningful impact by Topmate (2024).
- Awarded **Prime Minister's Scholarship** for academic excellence by **PM Narendra Modi** (2015).