

# AYUSH TIWARI

+91 - 7898831234 | tiwariayush77@gmail.com | [Linkedin](#) | [Portfolio](#)

---

## WORK EXPERIENCE

### Product Management Fellow | Product Space

July 2025 - Present

- Cohort-based PM fellowship focused on 0→1 execution.
- **Won capstone** for SonyLIV retention redesign, projecting **35% feature adoption** lift via mood-based onboarding and activation optimization.
- **Led 4 PM sprints** from research to GTM; QwikPik (AI social shopping < 3 min decisions), Blinkit (CLV retention), Nykaa (AR try-on), and Amazon (choice-overload solution 40K+ SKUs).
- Earned appreciation from **Truecaller** for SDK monetization strategy and fintech use-case analysis.

### Independent Learning & Competition Prep | UPSC CSE

Oct 2022 - May 2025 (2.7years)

- Pursued independent, full-time preparation for UPSC, developing strong analytical thinking, systems-level problem solving, and user empathy.

### Product Strategy & GTM Intern | Vance (Fintech)

Jan 2022 - April 2022 (4months)

- **Led 0→1 B2B sales pipeline** by identifying high-conversion segments and informing product-market fit.
- Drove **20% increase** in lead conversion and **15% faster onboarding** via GTM experiments and user funnel analysis.

### Founder | BrightBunny (Edtech)

April 2020 - Dec 2021 (1.8years)

- Built a **career discovery platform** for Class 7–12 students, offering 3–5 day mentorships with professionals across 10+ fields. Closed B2B partnerships with firms in Indore & Bhopal. **Enabled 50+ students** to explore real workdays through curated journeys. Tackled the gap between career perception and reality in college-driven decisions.

### Business Development Executive | Exampeer (Edtech)

June 2019 - June 2021 (2years)

- Led market and competitor analysis across **10+ players** and **3 key user cohorts**, improving positioning clarity and boosting demo-to-signup **conversion by 25%**.
- Built a user feedback loop that surfaced key friction points, leading to 3+ UX improvements and a **20% boost** in user task completion.
- Increased lead **conversion by 20%** by mapping sales outreach to user pain points uncovered through research and persona analysis.

---

## EDUCATION

### B.Tech (Hons.) - Electronics and Communications Engineering

June 2018 - June 2022

University Institute of Technology (Autonomous) - RGPV | Bhopal (M.P.)

---

## ADDITIONAL INFORMATION

- **Technical Skills:** Product Strategy, User Research, No-Code Automation, Wireframing & Prototyping
- **Product Toolset:** Lovable, Emergent, n8n, Figma, Jira
- **Certifications:**
  - [Aha! Product Management Professional Certificate](#)
  - [Atlassian Agile Project Management Professional Certificate](#)
  - [Microsoft Azure AI Essentials Professional Certificate](#)