

AYUSH TIWARI

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Personal Summary

Product-driven professional with 3+ YOE leading 0→1 journeys across Fintech (Vance Inc.), EdTech (Exampeer), and my own venture (Brightbunny). Built GTM strategies, user research loops, and cross-functional playbooks from scratch. Recognized by the **Truecaller product team** for user-first execution and strategic clarity. Known for driving **30% engagement lift** and **20% lead conversion boost** through onboarding and UX revamps. UPSC prep further sharpened my structured problem-solving.

Experience

Product Space | Bengaluru, India
Product Management Fellow
06/2025 - Current

- Cohort-based PM fellowship focused on **0→1 execution**.
- Led 2 product sprints (B2C & SaaS) from research to GTM; one solution earned recognition from Truecaller's product team for strategy and execution, influencing internal thinking and driving **30%+ engagement lift**.
- Increased **feature adoption by 35%** in a capstone project by optimizing onboarding flow and activation triggers.

UPSC CSE
Independent Learning & Competitive Preparation
10/2022 - 05/2025 (2.7yrs)

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

Vance Inc. | Mumbai | FinTech
Product Strategy & GTM
01/2022 - 04/2022 (0.4yrs)

- **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.

BrightBunny | Bhopal | EdTech
Founder
04/2020 - 12/2021 (1.8yrs)

- 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.

Exampeer | Bhopal | EdTech
Business Development Executive
06/2019 - 06/2021 (2 yrs)

- 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

University Institute of Technology, RGPV (Autonomous)

B.Tech (Hons.) in Electronics & Communication Engineering

01/2022

Certifications And Courses

- Aha! Product Management Professional Certificate
- Atlassian Agile Project Management Professional Certificate
- Microsoft Azure AI Essentials Professional Certificate