KUMAR ARPIT RANJAN

Tech Savvy, Data-driven, Detail-oriented seasoned Product manager. Excellent understanding of Mobile and App ecosystem. Managed a content driven product in B2C space. Demonstrated quick learning ability transitioning from Android to iOS and finally to Product management.

EXPERIENCE

Saveyra, Bangalore — *Associate Product Manager*

NOVEMBER 2018 - NOVEMBER 2019

(Saveyra Stickers App, Saveyra Ecommerce, Saveyra CMS, Eform1099)

- Pared down feature list and their **complexity by 50%** to enable more rapid development of critical features.
- Built a notification framework to increase **app engagement by 15%.**
- Built a content tagging framework resulting in relevant search results for keywords and **reduction in the number of searches with zero results by 40%**
- Re-designed Avatar creation feature built using multi-image stitching approach to **reduce the app's memory usage by 70%**

Stayabode, Bangalore — *Mobile Lead and Project Coordinator*

JANUARY 2017 - OCTOBER 2017

(Stayabode tenant app)

- Joined as part of the core team, first in the tech
- Hired and Managed a team of 4 to build the product
- Built and released both Android and iOS apps from scratch.

Freskkoz , Bangalore —*CoFounder, Product and Technology*

DECEMBER 2015 - JANUARY 2017

(Freskkoz Customer app, Freskkoz Admin app)

- Conception, creation and launch of the product
- Individually met and convinced cooks to work as service providers
- Took customer calls for feedback and made changes to the product
- With 600 paying customers , generated a revenue of 1,500,000 INR in 1 year

Nestaway , Bangalore — Senior Software Engineer, *Android and iOS*

DECEMBER 2014 - DECEMBER 2015

Tarams , Bangalore — Software Engineer, *Android*

JULY 2012 - DECEMBER 2014

PERSONAL INFO

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EDUCATION

Pragmatic Leaders (2019)
Structured program in Product Management by Product Leaders in the industry. Exhaustive course-curriculum and a complete hands-on experience of ideating-building-launching a Capstone Product

B-Tech (CMRIT) (2008 - 2012)

NOTABLE COMPETENCIES

User Stories, PRD, Requirements, Research, Data Insights, Problem Solving, System Design, Leading Meetings, Engineering Principals, Design Principles, **Competitor** & User Research, **Roadmapping, Prioritization.**

TOOLS

Photoshop, Invision, Zeplin Google Analytics, Firebase, Mixpanel, Excel Sheets

LANGUAGES

Kotlin, Java, Objective-C

PROJECTS

GooglePay's Gamification Strategy

Building a Hypothesis - Tips and Tricks

Freskkoz - On Demand Cook

AWARDS AND ACHIEVEMENTS

Ace of Innovation (2018-2019)

Winner (Best product demo)