

# YUVRAJ TRIVEDI

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## Portfolio

## SUMMARY

Results-driven professional with experience in product research, PRDs, and growth strategy. Skilled at analyzing markets, gathering user insights, and working with cross-functional teams to drive adoption and engagement. Strong in data analysis, product teardown, and GTM experiments, with a track record of delivering efficiency and customer satisfaction. Passionate about building data-driven products and iterating features to solve real user problems.

## WORK EXPERIENCE

### Generalist Founder's Office - DreamSVin Consultancy

July 2025- Present

- Researched 3+ growth opportunities, conducted competitive analysis, and drafted PRDs to define product strategies aligned with founder's vision.
- Partnered with cross-functional teams to design growth sprints, track adoption metrics, and improve engagement through data-driven iterations.

### Founder's Office - Rachitham

March 2025- Present

- Streamlined franchise workflows and resolved 50+ issues, boosting operational efficiency and achieving 95% CSAT across outlets.
- Built franchise pitch decks and requirement briefs using customer feedback, successfully converting 20+ leads into long-term partners.

### Founder's Office- Urban Scholar

Oct 2024 - Jan 2025

- Improved order workflows by 20% through data-driven redesign, maintaining 95% CSAT and enhancing overall customer experience.
- Analyzed sales performance and customer insights to suggest retention strategies and prioritize product improvements.

## PRODUCT PROJECTS

### • Product Teardowns & Competitive Analysis

Performed detailed teardown of 5+ apps (Zomato, OYO, Blinkit, Pintola, Cred), benchmarking against competitors and suggesting feature iterations with adoption-focused recommendations.

### • IoT Predictive Maintenance Dashboard (from Pre final-year project)

Designed an IoT dashboard for industrial equipment health monitoring; translated hardware data requirements into specifications and UI wireframes for predictive alerts.

### • Growth Sprint – D2C Brand (Case Study)

Designed mock growth sprint for a D2C brand, mapping user journey, running adoption experiments, and analyzing funnel metrics to suggest retention strategies.

## CERTIFICATIONS

- **Lean Six Sigma White Belt Certification-** The Council for Six Sigma Certification (CSSC)
- **Project Management Fundamentals** - IBM
- **Business Development Fundamentals-** LinkedIn Learning
- **Agile Foundations** - Project Management Institute

## EDUCATION

Btech. in Electronics and Communications Engineering (VIT)

Oct 2022 - Aug 2026

## PRODUCT & GROWTH SKILLS

- |                                      |                                   |
|--------------------------------------|-----------------------------------|
| • Product Requirement document (PRD) | • Figma                           |
| • Product teardowns                  | • Funnel metrics                  |
| • Market Research                    | • Presentation Deck               |
| • GTM Strategy                       | • Excel (Pivot table, graphs etc) |
| • Growth Sprints                     | • Market Intelligence             |