

PROFESSIONAL SUMMARY

Product Manager with 2+ years of experience building onboarding journeys, self-serve platforms, and API-first products across fintech and automation domains. I specialize in designing workflow-driven experiences that reduce friction and scale with business needs. I enjoy shipping end-to-end, from scoping problems and leading cross-functional sprints to analysing usage and iterating for adoption. Lately, I've been diving into AI and agent-driven product thinking, excited about what it means for the future of how people and software interact.

EXPERIENCE

Product Manager - Quicko, Ahmedabad	Feb 2023 – Present
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- Launched Sandbox Console, a billing and subscription management platform, replacing a legacy dashboard and **reducing onboarding-to-activation time from 2 weeks to 3 days**. Enabled self-serve management of API keys, usage analytics, team roles, wallet and billing, all in one place.
- Delivered GST APIs powering seamless e-Invoicing, analytics, and GST return filing. These workflows now **drive 20%+ of annual revenue** (FY 2024-25) for the Sandbox platform.
- Built Qpon, a campaign engine for percentage/flat discount coupons with deep rule configs, **driving upsells** by enabling 30k users to upgrade (FY 2024-25).
- Rebuilt Cliq, an affiliate platform supporting partner tiers, commission triggers, and condition-based rewards. Used by 250+ partners to **refer 100k customers** (FY 2024-25).
- Introduced storyboarding and **led organization-wide Scrum adoption** across product teams. Created templates and hosted training sessions to embed agile rituals.
- AI & Automation
 - Built **n8n automation workflows** to post leads, subscribers to email clients and uptime monitors
 - **Automated coupon creation** using Google Sheets and Google Script for marketing teams.
 - **Built AI apps** to automate frequent repetitive tasks and boost team productivity.

Business Analyst - Info Edge (Naukri.com), Bengaluru	Dec 2021 – Feb 2023
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- **Delivered 10+ Zwayam ATS implementations**, mapping hiring workflows end-to-end, from sourcing (LinkedIn, job boards) to offer rollout and onboarding.
- **Cut go-live timelines by 2 months** by building reusable, SQL-based workflow templates, eliminating engineering bottlenecks.
- Led UAT, documentation, client training, and continuous engagement post-launch to **ensure adoption**.
- Configured customized SQL reports (jobs, offers, recruiters, departments) using complex joins, views, and time-based conditions.
- Collaborated cross-functionally with product, design, and engineering teams to ensure timely delivery of custom features and client-specific enhancements.
- Presented implementation reviews to leadership, ensuring strategic visibility and client alignment.

OTHER EXPERIENCE

Account Manager - Radio Mirchi (ENIL), Surat

May 2021 – Aug 2021

- Acquired 10+ B2B clients across categories, pitching 360° campaigns (radio, events, RJ engagement, etc.).
- Won back a key client from a competitor with a ₹3L annual contract.
- Built early skills in client engagement, needs discovery, and pitching custom marketing solutions.

KEY SKILLS

Product & Collaboration	Agile, MVP development, backlog management, user feedback analysis
Tech & Tools	n8n, Vercel (v0.dev), Posthog, Postman, SQL, Figma, Jira, Excel, Clarity, Whimsical, Tag Manager, Google Analytics, NoSQL, JavaScript
System & Data	Workflow automation, Object modelling, System design

ACADEMICS

Master of Business Administration	Ahmedabad University	3.40/4.00	2019 – 2021
Bachelor of Computer Application	Gujarat University	8.70/10.00	2016 – 2019

CERTIFICATIONS

Adv. Growth Strategy: Acquisition, Onboarding, Engagement & Retention and Monetization (GrowthX)	2025
Excel to MySQL: Analytic Techniques for Business Specialization (Duke University)	2018
Data Visualization and Communication with Tableau (Duke University)	2018
Excel/VBA for Creative Problem Solving, with Honors (University of Colorado Boulder)	2018

BEYOND WORK

- Interests: AI, Reading, Badminton, Cricket
- Public pages: [Tableau](#)