

# ASHWIN BARANWAL

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## Education

Indian Institute Of Management (IIM), Sirmaur – Master Of Business Administration (MBA)	May 2025
Banaras Hindu University (BHU), Varanasi – Bachelor of Commerce (Finance) (AIR 382 out of 4 lac applicants)	Jul 2023

## Work Experience

Badho (B2B Marketplace) - Associate Product Manager, Seller App & Automation	May 2025 - Present
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- Spearheaded the revamp of the Badho Seller App (10,000+ DAU), enhancing navigation, feature discoverability, and content structure through the redesigned “My Home” dashboard, **driving DAU from 10,000 to 13000+**, while also established a template for new features to come in future for **maximising their discovery**.
- Conceived and launched the Supply Knowledge Center, an in-app, video-led help hub for sellers; **reducing telecaller dependency and support tickets by 28%**.
- Owned and shipped the Badho × Wheelseye integration, enabling GPS tracking for delivery vehicles within the App; adoption scaled to **2,000+ active vehicles in 3 weeks**, improving operational visibility and retention.
- Designed and launched Seller Reports, a live analytics module used by sellers to track SKU performance, pricing deltas, and sales trends, improving data-driven decision-making for inventory forecasting at the distributor level, which **led to 4% jump in order fulfillment rates**.
- Built multiple automations using N8N workflows and cron jobs involving cross-platform and cross-database syncs. "Wheelseye User Activation" automation **saves 20+ man-hours per week**

Alt Mobility (EV Tech) - Product Intern, Onboarding & Payments	Apr 2024 - Jun 2024
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- Built an EV vs Diesel Vehicle (ICE) running cost calculator. Launched **Daily Bachat**, a daily savings notification powered by IoT odometer data, which **increased DAU by 7% and Avg. Session Time by 23s. Boosted engagement on low-interest alerts** (e.g., service reminders) through this high-frequency habit.
- Vehicle PDI App - redefined core user flow and UX (fail-pass loop logic). **Shot up process efficiency by 3X**.
- **Wrote multiple PRDs, FRDs, walkthroughs, and user flow logic** which ensured alignment across teams.

GoPlay (Sports Tech) - Product Intern	Dec 2023 - Jan 2024
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- Conducted user research that revealed privacy concerns around phone-number-based profile look-ups; replaced numbers with a shareable **UID as the primary user key**, launched the feature in **5 days!**
- Post-launch analytics showed a **19% increase** in User-Search API hits within 30 days, with **35% of searches using UID**, improving engagement, UX, and user sense of security.

## Skills

- **Product Management:** Product Roadmap Development, Metrics Definition & Tracking, Data Analysis, A/B Testing, Wireframing & Prototyping, User Research & Persona Development, Agile Methodologies.
- **Technical:** Cursor, Prompt Engineering, CS Fundamentals – Databases, Client-Server Architecture, SQL.
- **Tools & Hacks:** Vibecoding for rapid MVPs, Agentic AI & Autonomous Workflows, JIRA, Figma, Miro.

## Projects and Product Case Studies

- **Credit Card Discovery Tool** | Product Development + Build + Monetization Model | [Link] [Live Demo]
- **AirBnb Revamped** | Product Development + Build | [Link] [Live Demo]
- **WhatsApp Chatbot** | Product Development | [Link]
- **Lenskart** | Product Teardown | [Link]