Ashwin Baranwal

www.ashwinbaranwal.com | hey@ashwinbaranwal.com | +91 9569711556

EDUCATION

INDIAN INSTITUTE OF MANAGEMENT (IIM)
Master Of Business Administration (MBA)
Batch of 2025 | Sirmaur, India

BANARAS HINDU UNIVERSITY (BHU)
Bachelor of Commerce (Finance)
June 2023 | Varanasi, India
CGPA - 8.10/10.00
AIR 382 out of 4 lac applicants

LINKS

Portfolio:// **@whyashwin**
LinkedIn:// **in/whyashwin**
Medium (Blog):// **@whyashwin**

SKILLS

User Research & Persona Development
Wireframing & Prototyping
Product Roadmap Development
Metrics Definition & Tracking
Data Analysis & Visualization
Agile Methodologies & Tools
CS Fundamentals - APIs, Databases
Client-Server Architecture

CERTIFICATIONS

AI for PMs by Google Cloud
Product Management by Skillup
SQL Basics by HackerRank

COURSEWORK

MASTERS
Product Management
Viable Market Strategy
Buying Process

UNDERGRADUATE
Marketing Management
Business Statistics
Business Ethics

EXTRA CURRICULAR

IIM Sirmaur - Product Management Club - Coordinator
BHU - Udaan '22, Annual Fest - 1st Prize (Vocal), Anchor

EXPERIENCE

PRODUCT INTERN | Link to my Work
Alt Mobility | Apr 2024 - June 2024 | New Delhi, India

- **Assisted end-to-end feature sprints** for Payments and Onboarding + Alerts modules, while **coordinating across dev, QA, and release teams**
- **Authored 15+ product documents** (PRDs, FRDs, walkthroughs, user flow logic) across modules to ensure alignment across design, dev, and ops.
- Built an EV vs ICE running cost calculator through primary/secondary research –> Suggested **"Daily Gratification" feature** to show **daily savings via IoT odometer reading that day**, boosting user retention.
- **Designed a full-stack PDI / Audit App from scratch** - mapped architecture, defined core flows and **optimized UX with fail-pass loop logic**
- Conducted UX audits across 15+ delivery partner apps and shared actionable **improvements to enhance onboarding experiences**
- Delivered a detailed market research on EV leasing: **mapped competitors, tech and user personas**; Presented recommendations to leadership

PRODUCT INTERN | Link to my Work
GoPllay | >100K downloads | Dec 2023 - Jan 2024 | Pune, India

- **Undertook user research** and identified a privacy concern amongst users in sharing phone numbers for profile look-up within the app.
- Came up with an **implementation of a shareable-unique identifier (UID)**, **replacing** phone numbers as **the primary key** to identify users.
- We took the feature **live within 5 days (Development to Prod!)**
- **Established the feature success metric - number of User-Search API hits** which used the newly established UID and followed it after the release.
- Post release analytics showed an **increase of 19 percent** in the User-Search API hits over 30 days of release, out of which **35 percent used UID** -> **better engagement, UX and a sense of security amongst users!**

PROPRIETOR/ WORKER
Balaji - Wholesale Venture | Apr 2019 - May 2023 | Varanasi, India

- Humbling & valuable experiences from running a wholesale business
- Maintained annual average **revenue of > INR 15 lacs with 10% net profits**.
- Built and maintained relationships with **200+ retailers**, focusing on market-driven strategies, relationship fostering and ground-level execution
- Implemented digital systems to streamline processes, driving efficiency

PRODUCT CASE STUDIES

WhatsApp Chatbot | Product Development | Link to Read

- Conducted a case study on a WhatsApp chatbot for enhancing post-purchase engagement. Focused on increasing conversions through strategic notifications, reminders, and follow-ups. Made mock-ups

Purplle.com | Product Teardown Challenge | Link to Read

- Examined user experience and identified pain points via surveys and competitor analysis, resulting in **actionable insights and wireframes**

Lenskart | Product Teardown | Link to Read

- Studied the app to understand **features and user personas, mapping their needs and pain points**. Designed the **user journey** and suggested **enhancements** for improved usability.