RESUME

ARTHI ANNAMALAI

Product Manager | Operations Specialist

SKILLS

• Product Strategy

• User Research

• RCA & Metrics

• Guesstimates

• KPI Trees

• PRDs & Flows

• User empathy

• Team coordination

• Stakeholder communication

• HTML, JS, Tailwind, Next.js, API Routes & MySQL

TOOLS

• Whimsical

• Miro

• Figma

• JIRA

• Slack

• Hotjar

• GitHub Copilot

• Automation Tools

EDUCATION

• MBA — University of Toledo & PSGIM, Ohio, USA

• B.Com — PSGR Krishnammal College, Coimbatore

CERTIFICATIONS

• Product Management Fellowship — Next Leap, Bangalore

• TEFL — The TEFL Academy, UK

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LinkedIn: https://linkedin.com/in/arthideepak

Portfolio: https://arthideepak.me

ABOUT ME

Product professional with 10+ years of people facing experience, strong analytical thinking, user empathy, skilled in research, workflows, PRD, communication and data driven decision making.

EXPERIENCE

Product Management Fellowship — Next Leap Bangalore (2025)

• Built end to end PRD with user research & interviews problem statements, KPIs, workflow, personas, user journeys, metrics, high level system design, prioritized features, wireframes, prototypes, and product documentation.

• Solved business cases, projects and assignments mentored by industry experts through live interactive sessions.

Co-Founder — Nakshatra Pre School (2014–2024)

• Oversaw parents handling, operations, marketing & promotions for 10+ years

• Managed communication and service workflow for 1000+ parents by streamlining, work flows, setting different metrics.

• Created structured SOP that reduced operational dependency by 80%

• Coordinated with teachers, vendors, and parents to ensure smooth learning delivery.

PRODUCTS & PROJECTS

Memlay — AI Personal Journal App

• Identified need for emotional insight journaling for adults with busy routines

• Designed voice first journaling flow, reducing typing time by 70%

• Built voice-first journaling web app using Next.js, API Routes, SQLite & OpenAI API to capture emotions in a good way.

ChatGPT Voice Mode — Opportunity Analysis

• Conducted research to understand adoption barrier for voice based interactions,

• Built personas, journeys, KPI tree, Defining the problem statement, ideation, feature building as a solution, defining metrics, user flows, wireframes, prototype, system design and documented PRD.

PRODUCT TEARDOWNS & CASE DECKS

• Built detailed analysis of **cleartrip.com** and **coursera** covering target users and personas, user journey, high level system design, problem it solves, features and solution, metrics, user pain points, recommened prioritized features using RICE.

For detailed decks please refer to my portfolio site : https://arthideepak.me