

**Summary:** 10 years of experience in product management, design and marketing across diverse domains (Finance, Travel, EdTech, Auto, Food, Furniture). Fuelling Growth via data-driven decisions, human-centred design, and strategic innovation; I seek to build disruptive solutions and delve into emergent technologies.

**PS:** Upskilled, Consulted and Built products in Artificial Intelligence, IoT & Applied Science during the break.

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## WORK EXPERIENCE

### Assistant Vice President, DesignCafe.com *Bengaluru / Apr 2022 – Dec2022*

- Launched and scaled **Qarpentri.com**: Direct to Consumer, **Home Interior Solution** (SaaS) with quick delivery and competitive pricing – resulting in annual recurring revenue (ARR) of **\$1.5 million**
- Led a **team of 4 PMs** to revamp internal **designer dashboards**, internal comms and user services
- Charted the **operational workflow** along with a **new CRM integration** and **product roadmap**

### Product Manager, Swiggy.com *Bengaluru / Sep 2019 – Oct 2021*

- Built **Swiggy Dineout**: a loyalty discount platform for diners in 10 cities, as a **new marketplace** in Swiggy – designed restaurant pages, **deals-dashboard**, customer journeys and **payment experience**
- Spearheaded **Swiggy Gift Cards for B2B (Corporate)** arm of Swiggy; accounting for **1% of company GMV**
- Strategised web SEO roadmap, slated to bring **7000+ orders per day**, raise web traffic by **1.5X** – Revamped App Store Optimisation (ASO) to **increase organic installs by 2X** in 4 months (000s of users)
- Created **new UI/UX features** like Video Stories, Product Landing Pages, Favourites, & smart notifications
- Rendered **voice training modules** for delivery partner app, shaped **employee communities** at Swiggy

### Senior Product Manager, CarDekho.com *Jaipur / Nov 2017 – Sep 2019*

- Spearheaded the **community project (UGC)** with multiple modules: User Reviews, QnA, User Polls, etc. – **100X increase** in daily User Reviews in **5 months** | **30X surge** in daily QnA in **3 months** (00s of users)
- Supervised template-wise adoption of the **PWA framework**, formulated In-linking & Indexing strategy – improved **Domain Authority from 53 to 65**, & leveraged Featured Snippets to improve **CTR by 20%**
- Improved widgets and navigation UX; augmented **time on page by 32%**, **pages per session by 60%** – Achieved a **100% increase** in organic traffic (millions of users) at CarDekho.com in **8 months**
- Designed **Car Recommender**, & Re-modelled **Auto Expo microsite** leading to **5X visits** (000s of users)
- Implemented **agile methodology** via **50+ bi-weekly sprints**; reduced task turnaround **time by 100%**

### Deputy Manager, MakeMyTrip.com *Gurugram / Mar 2016 – Nov 2016*

- Worked on Customer Segmentation, **Hub Development**, Competitive Benchmarking, **Road Shows**, SEO
- Successfully executed social marketing campaigns around **Euro-2016** and **Coldplay India Concert**

### Head of Marketing, Holidify.com (Travel Start-up) *New Delhi / Sep 2014 – Feb 2016*

- Supervised more than **30 interns** to produce over **500 blog posts**, reaching out to **5 million readers** – Executed several **social media campaigns** that went viral; reaching out to an **audience over 50 mn**
- Structured content for 1,000 holiday options & 50,000 content articles; **reduced bounce rate by 50%** – Drove up **website traffic from 60k to 600K per month** across 15 months with **no advertisements**
- Conducted outreach programs; facilitated coverage by over **50 media channels** (TV, print and online) – Leveraged **SEO and ASO** to boost organic growth resulting in **0 to 10K App downloads in 10 weeks**
- Piloted operations with **30 Travel Agents**, generated revenue of **\$15K across 400 leads in 4 months**

### Credit Risk Analyst, J P Morgan Chase & Co *Mumbai / Jul 2013 – Aug 2014*

- Developed and validated **6 new rules**; mitigated combined annual fraud losses exceeding **\$3.6 million**
- Managed daily reports on counterfeit **fraud trends**, **detection algorithms** and **High Dollar fraud cases**
- Automated **breach and CPP reports**; developed tracking mechanism for ad hoc compromise events

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## EDUCATION

**BTech & MTech** in Materials Science from **Indian Institute of Technology (IIT) - Bombay** [Jul 2008 - Jul 2013]  
Specialisation in **Artificial Intelligence in Product Management** from Duke University [Nov 2023 - Feb 2024]

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## SKILLS & TOOLS

Product Lifecycle Management, Business Strategy, Innovation, Roadmaps, Workflows, GTM, Digital Marketing, User Interface & User Experience Design, Content Creation, Growth Hacking, SEO, ASO, Data Visualisation  
**Tools:** Jira, Figma, Miro, Asana, Canva, Google Analytics, Google & MS Suite, SQL, JSON, NoCode & AI Tools