

KUMAR KISLAY

kislay.phoenix@gmail.com

+91 99209 47261

Summary: Seasoned Product Manager with 10 years of experience bringing products from concept to market success across diverse domains (Finance, Travel, EdTech, Auto, Food, Furniture). Demonstrated excellence in Product Lifecycle Management, Business Strategy, & Innovation. Fuelling growth via impactful storytelling, data-driven decisions, and human-centred design, I seek to build disruptive solutions and delve into emergent technologies.



WORK EXPERIENCE

Assistant Vice President - Product, DesignCafe.com

Bangalore | Apr'22 – Dec'22

- Launched and scaled **Qarpentri.com**: Direct to Consumer, Home Interior solutions on a budget – resulting in monthly recurring revenue (**MRR**) of **INR 10 million** within 6 months
- Led a team of 4 PMs to revamp internal **designer dashboards**, SEO, internal comms and user services
- Charted the workflow for the vertical along with a new **CRM integration** and **product roadmap**

Product Manager, StoreFront & New Initiatives, Swiggy.com

Bangalore | Sep'19 – Oct'21

- Built **Swiggy Dineout**: a loyalty discount platform for dining customers, as a new vertical in the Swiggy App – designed restaurant pages and user journeys for discovery; deals ecosystem and UX paradigm for ease of payment
- Spearheaded **Swiggy Gift Cards** for the B2B (Corporate) division of Swiggy; accounting for **1% of company GMV**
- Strategized the web **SEO** roadmap, slated to bring **7000 incremental orders per day** and raise web traffic by **1.5X**
- Revamped App Store Optimisation (**ASO**) to **increase organic installs by 2X** over a 4-month period
- Created new **UI/UX features** like Video Stories, Product Landing Pages, Favourites, and smart notifications
- Rendered **voice training modules** in Hindi for delivery partner app to be adjudged “Voice of Swiggy”
- Nurtured employee **communities at workplace** by conducting talk shows, games, and meet-ups

Senior Product Manager, CarDekho.com

Jaipur | Nov'17 – Sep'19

UGC (Community)	<ul style="list-style-type: none">• Spearheaded the community project with multiple modules: User Reviews, Question-Answers, User Polls, User Profiles, Video Reviews, User Logins and Gamification to mould a holistic eco-system• 100 X increase in daily User Reviews in 5 months 30 X increase in daily QnA in 3 months
SEO	<ul style="list-style-type: none">• Re-modelled the Auto Expo microsite in 2 weeks leading to 5 X organic traffic wrt prior version• Supervised the template-wise adoption of PWA framework, formulated In-linking and Indexing strategy (improved DA from 53 to 65), & leveraged Featured Snippets to improve overall CTR by 20%• Achieved 100 % increase in organic traffic at CarDekho.com over a period of 8 months
UI/UX	<ul style="list-style-type: none">• Conceptualised, wireframed and executed over 30 widgets to solve for user need states• Structured content and widget placements to deliver better UX: augmented time on page by 32%• Improved website navigation and in-linking; increased pages per session by 60%
New Initiatives	<ul style="list-style-type: none">• Designed Car Recommender to replace filter-based search and enhance user decision journey• Customised Car Collection as a platform to share listicles with greater ease and frequency• Implemented agile methodology via 50+ bi-weekly sprints; reduced task turnaround time by 100 %

Vice President, Digital Marketing and Online Sales, Adda247.com

Gurugram | Feb'17 – Jun'17

- Formed the sales team, set up **online sales process** & operations; formulated product strategy for E-learning Kits
- Realised avg. daily sale of 20 E-learning Kits from online leads, generating a revenue of **INR 10 million in 3 months**
- Increased **search traffic 3-fold** on CareerPower.in and **2-fold** on Adda247.com by overhauling the content strategy

Deputy Manager, Holidays Marketing, MakeMyTrip.com

Gurugram | Mar'16 – Nov'16

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

Marketing And Operations Head, Holidify.com (Start-up)

New Delhi | Sep'14 – Feb'16

A holiday discovery platform to help plan a trip using structured content, intuitive interface, filters and recommendations

- | | |
|-----------|---|
| Marketing | <ul style="list-style-type: none">• Executed several social campaigns that went viral; reaching out to 50 million target audience till date• Leveraged SEO and ASO to boost organic growth (effected 10K App downloads in 10 weeks)• Drove up website traffic from 60k to 600K pm over a 15-month period with no advertisements• Conducted outreach programs, facilitated coverage by over 50 media channels (TV, print and online) |
|-----------|---|

Content	<ul style="list-style-type: none"> Structured content for 1,000 holiday options & 50,000 content articles; reduced bounce rate by 50% Supervised over 50 interns to produce over 500 blog posts, reaching out to 5 million readers till date Currently expanding content to 200 more destinations across 30 countries
Operations	<ul style="list-style-type: none"> Structured sales interface to establish a revenue model, fine-tuned it based on consumer behaviour On-boarded 30 travel agencies and optimised lead generation, management and conversion Initiated a pilot project, generated revenue of INR 1.2 million across 400 leads in 4 months
Credit Risk Analyst, J P Morgan Chase & Co <i>Mumbai Jul'13 – Aug'14</i>	
Counterfeit Policy	<ul style="list-style-type: none"> Developed and validated 6 new rules; mitigated combined monthly fraud losses in excess of \$300K Created and owned daily reports on counterfeit fraud trends and High Dollar fraud cases
Compromise Management	<ul style="list-style-type: none"> Automated breach and CPP reports; developed tracking mechanism for ad hoc compromise events Maintained the internal Fraud detection mechanism (DCMP) in tandem with Visa and MasterCard Worked on data breach at Target Corp (affecting 70mn users); helped in containment & card reissue

EDUCATION

Qualifications	<ul style="list-style-type: none"> Indian Institute of Technology (IIT), Bombay – 2008 -2013 M.Tech & B.Tech (Dual Degree) in Metallurgical Engineering and Materials Science Delhi Public School, Patna Matriculation - 2005
Test Scores & Honors	<ul style="list-style-type: none"> All India Rank 3 in Design Aptitude Test (NID) – 2018 for Master of Design All India Rank 16 in AIEEE – 2008 (now JEE Mains) for Bachelor of Architecture All India Rank 2191 in Joint Entrance Examination – 2008 for entrance to IITs Grade A in Basic Mountaineering Course -2009 at ABVIMAS Manali Hostel Cultural Citation – Highest Award for cultural contribution on IITB campus

LEADERSHIP AND ENTREPRENEURIAL ACTIVITIES

Core Group Member, Informals, Mood Indigo (MI) - 2010 <i>Mumbai Mar'10 – Mar'11</i>	
<i>Part of 24-member core team for India's largest college festival, reaching out to 75000 students over 500 colleges</i>	
Initiatives	<ul style="list-style-type: none"> Led a 2-tier team of 120 student volunteers to successfully organize over 50 informal events on a shoestring budget of INR 3 lakhs; conceptualized 25 new events Negotiated deals to procure resources worth INR 1.5 lakhs through event integrated branding Revamped structure of events; introduced new genres under MI online, Street & Adventure Games
Impact	<ul style="list-style-type: none"> Effectuated a net increase in number of events by 60% and participation by 100% (y-o-y)

Ideaz 2008 : Pan-IIT Business Plan Competition with 500 teams <i>Mumbai Aug'08 – Oct'08</i>	
<ul style="list-style-type: none"> Presented B-Plan for telecom sector to panel of angel investors (<i>Zipdial.com</i> incorporated the same idea a year later) Awarded the Most Innovative Business Idea Award by CTO - rediff.com; Secured overall 2nd position 	

Core Team Member, I-Desire.org <i>Patna May'09 – Jun'09</i>	
<i>Social Initiative by IIT-Alumni to help underprivileged aspirants in preparing for entrance exams</i>	
<ul style="list-style-type: none"> Raised sponsorship worth INR 100,000; Conducted a 4 day workshop and review exam for over 600 students Collaborated with teachers to arrange free tuitions & study materials for 40 students; 14 of them qualified for JEE 	

SKILLS

Product Lifecycle Management, Product Pilots, Business Strategy, Product Design, Innovation, Storytelling, Roadmaps, Journey Maps, Workflows, SEO, ASO, User Empathy and Personas, Customer Interviews, Market Research, Go To Market, User Interface and User Experience Design, Content Creation, Digital Marketing, Growth Hacking, Hypothesis Testing and Validation, Data Analysis & Visualization