

KUMAR KISLAY

kislay.work@gmail.com | +91 9920947261 | [Linkedin](#) | [Portfolio](#) | [Intro](#)

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 explore emergent technologies.

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

WORK EXPERIENCE

Assistant Vice President, DesignCafe.com Bengaluru / Apr 2022 – Dec 2022

- 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, Q&A, 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 an **audience of 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**
- Tracking and reporting of counterfeit **fraud trends**, **detection algorithms** and **high-dollar fraud cases**

EDUCATION

B.Tech & M.Tech 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]

Certification in **Strategic Management** from **IIM - Bangalore**, and **Robotics and IoT** from **IIT - Mandi**

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, VibeCode & AI Tools