

# Kumar Kislay

Product Management, Design & Marketing

Creative, Resourceful & Meticulous | Zero to One specialist with the ability to cross-pollinate ideas from diverse fields of academic and pursuant interests  
Industries: Credit Cards, Travel, Education, Automobile, Food, Furniture, D2C

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## Work Experience (10 years)



**DesignCafe.com** Apr 2022 – Dec 2022 (9mo)

**Assistant Vice President - Product**

Launched Qarpentri.com - D2C Home Interior solutions on a budget  
Worked on CRM Integration, Product Roadmap and Website Revamp



**Career Break** Nov 2021 – Apr 2022 (6mo)

Bird Photography, Alumni Reunion, Yoga, Reading, Travel



**Swiggy.com** Sep 2019 – Oct 2021 (2yr, 1mo)

**Product Manager, StoreFront & New Initiatives**

Built Swiggy Dineout vertical and Swiggy Gift Cards from the ground up  
Worked on Menu Stories, App Store Optimisation, Marketing Landing Pages, Third-Party Integrations, Voice Training Modules, and Employee Communities



**CarDekho.com** Nov 2017 – Sep 2019 (1yr, 11mo)

**Senior Product Manager**

Spearheaded Community project with User Generated Content  
Improved UI/UX, Navigation and SEO of the website  
Built Car Recommendation Engine, AutoExpo Micro-site  
Implemented PWA Framework and Agile Methodology



**Career Break** Jul 2017 – Oct 2017 (4mo)

Design Thinking & Entrance Exams (NID-DAT, CEED), Vipassana Meditation



**Adda247.com** Feb 2017 – Jun 2017 (5mo)

**Vice President, Digital Marketing and Sales**

Launched eLearning Kits, Worked on Product Strategy and Operations  
Improved Online Sales through Digital Marketing & SEO



**MakeMyTrip.com** Mar 2016 – Nov 2016 (9mo)

**Deputy Manager, Holidays Marketing**

Worked on Hub Development, Social Media Campaigns, Road-shows, Customer Segmentation & User Research, Competitive Benchmarking



**Holidify.com** Sep 2014 – Feb 2016 (1yr, 6mo)

**Marketing & Operations Head**

Built organic audience through SEO, Content Marketing, Social Media Campaigns, Growth Hacking and Online Communities  
Content Structuring and Management of Blog to drive Traffic to Website  
Built Sales Interface and Lead Funnel for Affiliate Operations Model



**J P Morgan & Chase** Jul 2013 – Aug 2014 (1yr, 2mo)

**Credit Risk Analyst**

Rule Development & Validation, Fraud Loss Mitigation, Reporting Automation  
Fraud Detection & Tracking mechanism, Card Re-issue

## Consulting Projects

**CarryYourBottle:** Building an IoT based smart water filter for commercial usage

**CuriousKalp:** Building a frugal microscope for educational and medical purpose

## Skills

Product Strategy and Management, Product Pilots  
Business Design, Innovation, Storytelling, Roadmaps  
SEO, User Empathy & Research, GoToMarket, UI/UX  
Content Creation and Marketing, Growth Hacking



LinkedIn Profile



Detailed Resume



Professional Portfolio



Career Journey

< click above for more >

## Education



B Tech & M Tech, IIT-Bombay (2013)  
Metallurgical Engg & Materials Science



Matriculation, DPS Patna (2005)  
Math, Science, English, Hindi, Humanities

## Test Scores

AIR = All India Rank



Design Aptitude Test (NID) - 2018



B. Architecture (AIEEE) - 2008



Joint Entrance Exam (IIT) - 2008

## Internships



Mood Indigo Festival ( 12 months | 2010 )  
Core Group Member, Informals



Larsen & Toubro ( 3 months | 2011 )  
Research Assistant, Desalination Plant



ABVIMAS - Manali ( 1 month | 2009 )  
Basic Mountaineering Course (Grade A)

## Decorations



Runners Up, IDEAZ -2008  
Pan-IIT Business Plan Competition



Hostel Citation - 2013 (IITB)  
Cultural contribution on campus



Voice of Swiggy - 2022  
Voice Modules & Employee Communities

## Interests

