

Summary: Product Leader with 12+ years spanning Food, Finance, Travel, Auto, and more, driving \$MM+ growth via data-driven strategies and human-centered design. Experienced in AI and IoT with focus on product innovation. Led cross-functional teams to build and scale solutions, leveraging systems thinking and tools like Jira, Figma, Miro.

WORK EXPERIENCE

Product Consulting / Co-founder *India / Sep 2023 - Present*

- Founding member at **iPani: A smart water purifier** based on **Internet-of-Things** with UPI-enabled payment
- Built MVP for **ShopBuddy: an AI-driven health-focused shopping assistant** targeting FMCG products
- Advised companies across Consumer Robotics, Industrial Machinery, E-mobility, Ed-Tech and HR-Tech

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 **\$1.5 million ARR in 6 months**
- Led a **team of 4 PMs** to revamp **designer dashboards**, reducing design turnaround **time by ~25%**
- Charted operational workflow, **CRM integration** and product roadmap cutting lead **time by ~40%**

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

- Built **Swiggy Dineout: a loyalty discount marketplace** for diners with **700+ partners in 10 cities**
– designed pages, journeys, deals dashboard and **payment experience for the platform**
- Spearheaded **Swiggy Gift Cards (B2B Corporate)** launched with 3 clients and driving **1% of Swiggy GMV**
- Strategized web SEO roadmap, slated to bring **7000+ orders per day**, raise web traffic by **1.5X**
– Revamped **ASO, doubling organic installs in 4 months** and lifting app **rating from 4.2 to 4.5**
- Created **new UI/UX features** like Video Stories, Product Landing Pages, Favourites, and smart notifications
- Rendered **voice training modules for 200K+ delivery partners** and fostered employee communities

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

- Spearheaded the **community project (UGC)** with a 7 member team across Product, Engg, SEO and Design
– **100X increase in 5 months** for daily User Reviews | **30X surge in 3 months** for daily QnA (00s of users)
- Supervised template-wise adoption of the **PWA framework**, formulated In-linking and Indexing strategy
– improved **Domain Authority from 53 to 65**, and 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 8 months** for organic traffic (millions of users) at CarDekho.com
- Designed **Car Recommender**, and 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*

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

Marketing Director, 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 viral **social media campaigns**, reaching an **audience of over 50 million**
- Structured content for 1,000 holiday options and 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 and 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 and M.Tech in Materials Science from **Indian Institute of Technology (IIT) - Bombay** (*Jul 2008 - Jul 2013*)

Certification in **Artificial Intelligence** (Duke Univ), **Strategic Management** (IIM-B), **Robotics and IoT** (IIT-Mandi)

SKILLS and TOOLS

Product Lifecycle Management, Business Strategy, Innovation, Roadmaps, Workflows, GTM, Digital Marketing, User Interface and User Experience Design, Content Creation, Growth Hacking, SEO, ASO, Data Viz, Prompt Engg
Tools: Figma, Miro, Jira, Asana, Canva, Google Analytics, Microsoft Suite, SQL, JSON, VibeCode, LLMs and AI Tools