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Summary

Consumer PM with **4 years** owning **end to end user journeys** from discovery and decision making through checkout and **post transaction engagement** at **Techjockey** (₹150 Cr+ ARR marketplace). Led cross functional squads to identify friction, define **experience principles**, and ship intuitive, consistent experiences across multiple surfaces. Scaled transactions **80×** through checkout journey redesign, doubled organic conversion through multi surface UX revamps, and lifted the **returning user rate 10%→18%** through post-transaction lifecycle journeys. Combines structured **user research** (interviews, usability testing, session analysis) with close **design** and data informed experimentation to shape experiences that scale.

Skills & Tools

UX & Experience: End to End Journey Ownership, Friction Identification, Information Architecture, Usability Testing, Interaction Design Collaboration, Experience Principles, User Segmentation, Cohort Analysis
Research & Insights: User Interviews, Session Recording Analysis (Hotjar, Microsoft Clarity), Drop off Analysis, Qualitative Synthesis, A/B Testing, PRD Writing
Analytics & Data: Google Analytics 4, Google Tag Manager, SQL (mid level), Funnel Dashboards, MoEngage Analytics, North Star Metric, OKRs
Engagement & Growth: MoEngage (Push, Email, In App, SMS, Journeys), CleverTap, Gupshup (WhatsApp API), Lifecycle Marketing, CRO, Retention, Activation
Design & Collaboration: Figma (Wireframes & Flows), JIRA, Agile / Scrum, Canva
Technical: SQL, Replit, ClaudeCode, N8N, REST API (Conceptual), SEMrush

Experience

TECHJOCKEY **May 2022 – Present**
Product Manager *Delhi*
India's leading B2B SaaS marketplace for software products | Promoted: Associate Product Manager → Product Manager | User Pod Lead (8 Engineers, 2 Designers, 2 Product) | Reports to CPO

- Re engineered checkout from **12 steps to 3** through step level drop off analysis and A/B tested **Quick Checkout flow** for landing pages scaled monthly transactions **80×** (50→4,000+) generating **₹4 Cr in incremental GMV**.
- Built **Lead Distribution Algorithm v2.0/v3.0** — automated customer to vendor matching reduced TAT **7 hrs→3 mins**, **doubling lead qualification rate (15%→30%)** in HR, CRM, and accounting categories, and improving first connect rate by **38%**.
- Designed and launched **3 MoEngage lifecycle journeys** (welcome, re-engagement, win back) targeting segmented user cohorts — achieved **5% CTR**, improving returning-user rate **10%→18%** within a 90 day programme.
- Led **Core Web Vitals** sprint (desktop **50→90+**, mobile **40→85+**); correlated with **bounce rate drop from 45% to 32%** and **25% YoY organic traffic growth**.
- A/B tested **product ranking and sort algorithm** optimising for click through, add to cart, avg session depth, and **repeat visit rate** — improving composite **engagement score by 35%** and contributing to **category penetration** and **average order value** uplift across top software categories.
- Owned **0 to 1 international expansion** — launched Techjockey MVP in **US and UAE markets** defining localisation specs, activation metrics, and transaction funnels achieved **₹2 Cr GMV** in initial phase against **₹3 Cr target**.
- Defined **platform north star metric** (organic conversion 5%, inorganic 13%), built weekly funnel dashboards tracked by marketing, sales, and leadership via **GA4 migration** from CleverTap to MoEngage.
- Conducted **user interviews and session recording analysis** (Hotjar, Clarity) prior to every major revamp, synthesised findings into PRDs that directly informed A/B test hypotheses and UI decisions.
- Revamped **Category, Product Detail, and Compare pages** — organic conversion **2%→4.5%** and inorganic conversion **6%→12%** through UX improvements and personalised merchandising.

APKMOZO **Sep 2021 – Nov 2021**
Growth Product Intern *Noida*

- Designed and executed **SEO content strategy** - delivered 48 optimised articles in 60 days, growing **DAU by 300%** (to 8,000) through keyword ranking, metadata optimisation, and internal linking restructure.

Technical Projects

Techjockey Recruit | *React, Supabase, OpenAI Realtime, GPT-4o-mini* **2026 – Present**

- Built an **AI assisted hiring platform** where every applicant takes a scored first round **AI voice interview** in the browser, written straight into a full applicant tracking system (pipeline, interviews, offers, analytics) replacing the 15–20 minute manual phone screen live at swiftcandidate.com.

Product Listing Internal Tool | *N8N, Lovable, Claude AI* **2026**

- Built an **internal automation tool** that eliminates manual product listing workflows for e-commerce operations - reducing catalogue management effort and improving listing accuracy for ops teams.

Education

JSSATE, NOIDA **July 2018 – June 2022**
B.Tech, Computer Science | SGPA: 8.69 *Noida, UP*

Achievements & Activities

- **Smart India Hackathon 2020**: National Winner (govt. backed product innovation challenge)
- **Startup Weekend 2020**: (Techstars × Google) - 2nd Runner-Up among 80 competing ideas
- **Linux Foundation Scholar**: (2021)
- **Hacktoberfest Mentor**: guided 100+ developers through their first open-source contribution