



Kartik Singhal

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Summary

Data Scientist at Adobe with 5+ years across product analytics, PM, and growth. Led 12M+ MAU initiatives on Illustrator/InDesign and 0-1 fintech launches at Bright Money. Skilled in user research, A/B testing, segmentation, and data-driven product strategy.

Professional Experience

Data Scientist | Adobe | Noida

- Initiated a **structured PM apprenticeship** under a Principal PM; conducted market research, 4+ competitor analysis, and 10+ user interviews to identify product gaps and strategic opportunities for the Creative Cloud suite
- Prioritized five product ideas using RICE scoring; prototyped a new Charts & Infographics web app integrated with Creative Cloud, pitched the concept to leadership, and **secured approval and initiated process for pilot** development
- Supported design and analytics for the "Discovery Mode" experience on Illustrator Web, enabling non-entitled (free) users to explore the product; contributed to a **2× (up to 6× in peak periods) increase in MAU**
- Led the cross-functional "Elixir" (performance optimization project) dashboard/data-pipeline project; achieved 75% faster reporting refresh cycles and **delivered \$12K+ in monthly cost savings** by consolidating redundant data infrastructure
- Improved **GenAI repeat usage by 7% and CSAT by 16%** by adding post-generation editing layers and replacing hidden, complex prompts with a transparent "Surprise Me" button. Designed after shadowing frustrated designers in 1:1 sessions
- Mapped feature complexity across Illustrator through SME interviews and behavioral telemetry and developed a user segmentation model (Value Realization framework) classifying personas by app proficiency (novice/intermediate/power user); enabled personalized in-app campaigns that improved legacy **features engagement by 7%** and new **features adoption by 10%**
- Led the Illustrator GenAI kickstarter campaign through personalization of first-time-user onboarding, improving **GenAI feature adoption by 5%**
- Leveraged Adobe Analytics, Mixpanel, and internal tools to monitor product performance, identify trends, and drive continuous improvements across features and UX

Senior Product Analyst | Bright Money | Bengaluru

- Owned the Disbursement Management system for lending product's launch E2E including UI/UX and telesales integration
- Redesigned the disbursement UX using a Breadcrumb (progressive disclosure) approach; **contributed to \$900K+ in disbursements** and a **20% increase in disbursement** conversion
- Achieved a **2.5× improvement in credit uptake** by improving UX in the credit decision and offer-acceptance flow
- Led a 3-person analytics team, establishing measurement and experimentation frameworks that were adopted across all business units (lending, savings, growth)
- Improved lead quality with Growth team on targeting and channel optimizations; **drove a 10% increase in credit uptake**
- Owned end-to-end lending product analytics: Established comprehensive KPI frameworks and executive dashboards that informed product strategy and weekly C-suite reporting, definition and maintenance of KPIs, stakeholder reporting cadences, and ad-hoc deep dives

Senior Data Analyst | Bright Money | Bengaluru

- Led end-to-end optimization of the onboarding funnel; **improved funnel conversion by 15%** and **average order value by 23–30%** through user-journey diagnostics and stage-level UX changes co-designed with Growth and UX.
- Designed and rolled out a cashflow-behaviour-based user segmentation framework; adopted company-wide for product pivots, onboarding personalization, credit decisioning, and funnel optimization

Senior Data Analyst | Bright Money | Bengaluru

- **Saved \$25K+/month** by eliminating redundant third-party APIs and optimizing integration logic across the provider-aggregation flow
- Built automated provider/institution routing logic that directed new users to the highest-converting provider; **improved funnel conversion by 10%**

Education

Bachelor of Technology (Information Technology) - *Guru Gobind Singh Indraprastha University* | Location

Accomplishments and Awards

- PLG Hackathon Winner — Adobe (2024) Won the intra-team Product-Led Growth Hackathon at Adobe for best idea and prototype design among multiple cross-functional teams.
- Impact Maestro Award — Bright Money (Q3 2021) Received the Impact Maestro award from leadership for consistent excellence and analytics-led product impact during Q3 2021.
- Multiple Sprint / Spotlight Awards — Bright Money (2021–2023) Recognized across 3+ sprints for analytics-led product impact, ranging from funnel optimization to cost-savings initiatives.
- Rapid Career Progression — Bright Money Promoted twice within ~18 months: Data Analyst (Nov 2020) → Senior Data Analyst (Jan 2022) → Senior Product Analyst (Jun 2022).
- Zonal Champion — Table Tennis (2012 & 2014) Won zonal-level table tennis tournaments representing the school.

License & Certifications

- Digital Product Management University of Virginia – Darden School of Business (2025)
- Python Programming – Mapping Minds (Nov 2017 – Feb 2018)
- Data Science – Radix (Feb 2018 – March 2018)
- Data Structures and Algorithms – Coding Blocks (Jun 2017 – July 2017)

Co/Extra-curricular

- IIMA PGPX Team Captain – Table tennis
- Business Analyst Intern, Urban Company (Oct'19–Aug'20): Optimized provider matchmaking algorithm to lift daily orders by 30%, cut reporting cycle time 10% via SQL workshops for 15+ managers, and automated inventory forecasting to reduce demand-loss 5%