



Kartik Singhal

E-Mail: x26kartiks@iima.ac.in Mobile: +91 8447281138 LinkedIn: www.linkedin.com/in/mrkartiksinghal

Summary

Product and analytics professional with 5+ years across Adobe and a fintech startup, driving discovery, prioritization, and launch decisions for products serving 12M+ monthly active users. Delivered measurable impact across 0-1 launches, growth experiments, and GenAI feature design. Mentored a 2-person team and influenced engineering, design, growth, and sales stakeholders.

Professional Experience

Data Scientist | Adobe | Noida

Oct 2023 – Apr 2026

- Reframed the GenAI flow after shadowing frustrated designers one-on-one, swapping hidden prompts for a transparent Surprise Me entry point and adding post-generation editing layers, lifting **repeat usage 7% and CSAT 16%**
- Initiated a **structured PM apprenticeship** under a Principal PM, with 10+ user interviews and 4+ competitor teardowns to find gaps in Creative Cloud, then prototyped and pitched an AI-first charts web app that leadership approved for pilot
- Owned design and analytics for Discovery Mode on Illustrator Web, an entry experience that lets non-entitled users try the product before paying, **driving a 2× increase in MAU** and **~\$700K in incremental revenue** within 2 months.
- Built the Value Realization framework, mapping feature complexity via SME interviews and Adobe Analytics telemetry to segment novice, intermediate, and power users, driving campaigns that **lifted engagement 7% and adoption 10%**
- Led the cross-functional Elixir project (performance optimization), cutting reporting cycles 75% and **saving \$12K+ monthly**

Senior Product Analyst | Bright Money | Bengaluru

Jun 2022 – Sep 2023

- Owned the Disbursement Management system end-to-end for the lending launch, spanning UI/UX and telesales, and redesigned it with progressive disclosure which contributed to \$900K+ in disbursements and 20% higher conversion
- Achieved a **2.5× improvement in credit uptake** by applying choice architecture in the Onboarding UX
- Mentored a 2-person analytics team and set experimentation standards adopted across lending, savings, and growth
- Improved lead quality with the 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

Senior Data Analyst | Bright Money | Bengaluru

Jan 2022 – Jun 2022

- 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

Data Analyst | Bright Money | Bengaluru

Nov 2020 – Jan 2022

- **Cut \$25K+ in monthly spend** by removing redundant third-party APIs and reworking provider integration logic
- Built automated routing that sent new users to the highest-converting provider, lifting funnel conversion 10%

Education

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

Accomplishments and Awards

- Winner, Intra-team Product-Led Growth Hackathon, Adobe 2024, for best idea and prototype
- Impact Maestro Award and 3+ Sprint awards, Bright Money, for analytics-led product impact (2021 to 2023)
- Promoted twice in 18 months, from Data Analyst to Senior Data Analyst to Senior Product Analyst

Licenses & Certifications

- Digital Product Management, University of Virginia Darden School of Business (2025)
- Python Programming, Mapping Minds and Data Science, Radix (2018)

Co/Extra-curricular

- Member – ProdMan Club, IIMA
- Team Captain – Table tennis, IIMA PGPX
- 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