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Summary

Product manager, 7+ years across gaming, e-commerce, and healthcare. Led cross-functional and engineering teams to build acquisition platforms, in-app economies, and growth systems for 2M+ daily active users - owning outcomes from strategy to ship.

Professional Experience

Product Manager | Zupee | Gurgaon

Jul 2024 – Apr 2026

- Introduced 'direct gameplay,' a new onboarding feature that cut the choice paralysis of game and entry-fee selection for new users, **lifting first-game plays from 75% to 91%** across two A/B-tested experiments.
- Launched a lighter, free-to-play games Play Store version of the real-money gaming app (RMG) - an APK regulations kept off the Play Store - scaling it into the primary acquisition channel, **driving 60%+ of daily new users**.
- Drove same-day user **migration** from free to play app (Playstore) to real money gaming app (APK) **from 12% to 48% over ~18 months of A/B experimentation**, built on funnel visibility across both apps and the website.
- Led a 5-developer team through a backend re-architecture of the website's download flow, raising **download-to-install by 10%**.
- Automated content operations with an AI-powered meme generator** (supermeme.ai), lifting organic installs by ~70-100/day.
- Curated a personalised new-user journey** by preserving acquisition context across the install boundary (Install Referrer API, AppsFlyer deep links), so users got campaign-matched signup bonuses and coupons - higher for high-value cohorts.

Associate Product Manager | Zupee | Gurgaon

Jun 2023 – Jun 2024

- Led a **ground-up redesign of the app's home screen** - its highest-traffic surface - for 2 million daily active users (DAU) over ~3 months, improving new-game discovery, personalisation, and novelty elements.
- Drove shared **in-house engagement capabilities** (in-app notifications, picture in picture video) across engineering, design, and analytics, reused by the games, engagement, and payments teams to reach and experiment on 2M+ daily users.
- Drove the app's expansion into a new regional language, testing a lean scoped version on the new-user journey via A/B - directionally positive - before committing to the full build.

Product Manager | Talocity.ai | Gurgaon

Mar 2023 – Jun 2023

- Redesigned the candidate and recruiter interfaces, drawing on competitor analysis and user interviews with ops and sales teams
- Designed new user flows and a proctoring feature to flag cheating in remote assessments.

Co-founder and Director | BookThatStudio.com | Gurgaon

Jan 2021 – Feb 2023

- BookThatStudio sourced vetted photographers and videographers for companies across India, focused on event and real-estate shoots. Built and managed **500+ photographer network** across India through a repeatable sourcing method.
- Secured a ₹4 lakh equity-free grant** under a Government of India startup scheme (TIDE 2.0), pitched to the Venture Lab incubator's investment committee after clearing its screening rounds.
- Generated **₹9L+ GMV in FY2022-23 at 30% GM**, procuring photographers at flat shift rates & billing clients per job.
- Selected for Microsoft for Startups and NASSCOM 10,000 Startups; co-hosted a 30+ founder meetup with HSBC and partnered with a 3-lakh-follower community, all at zero cost.

Business Analyst | Tata 1mg | Gurgaon

Sep 2019 – Jan 2021

- Led analytics for 1mg Rapid's launch with Kolkata ops and tech teams, lifting **on-time delivery from 50% to 95%+**.
- Reduced split shipments** (one order arriving in multiple parcels) **from 1.27 to 1.15** per order by isolating the products behind them and surfacing an order-allocation bug.

Graduate Engineer Trainee | Reliance Industries Limited | Jamnagar

Jul 2018 – July 2019

- Explored Captive power plant (CPP) operations and functioning, in addition to and optimization of heavy equipment like turbines, generators & boilers

Education

Bachelors in Technology – Thapar Institute of Engineering and Technology, Patiala | India

Accomplishments

- Won Effi car 2016 - Won the Best Design Award for the team-fabricated electric passenger car in a national level competition.
- Automated Farming 2018 - As a team of 7, designed and fabricated an efficient farming technique and won the first prize.

Co/Extra-curricular

- Jagriti Yatra (Dec 2018 - Jan 2019) - A national odyssey traversed 8000+ km via train, 9 different states, 12 cities over a period of 15 days, meeting 450+ erudite enthusiasts from diverse backgrounds.
- Go Kart Design challenge (Jul 2017 - Feb 2018) - Captained go kart team for a national level competition. Ranked 27th out of 190 participating teams with 2nd best acceleration in the final line up.