

Education

2022-2023	THE MASTERS' UNION Product Management Bootcamp	GURGAON
2021-2022	ASHOKA UNIVERSITY PGd. Entrepreneurial Strategy & Media Studies	SONIPAT
2018-2021	ASHOKA UNIVERSITY BSc. (Hons) Computer Science	SONIPAT

Experience

2022-Current	MOOL.ONE Associate Product Manager	GURGAON
	<ul style="list-style-type: none">Conducted regular user interviews and analyzed feedback to identify pain points and areas for improvement, resulting in a 37% increase in user satisfaction and engagement.Created and managed a comprehensive dashboard for all customer success activities, tracking key metrics such as user engagement and retention, to inform product development decisions and improve user experience.Collaborated with cross-functional teams, including engineering, design, and marketing, to ensure user feedback was incorporated into product development.	
2021-2022	IMPRESSIBL INTERACTIVE Game Designer	REMOTE
	<ul style="list-style-type: none">Leveraged multivariable testing methodologies to make data-driven design and product decisions to deliver outstanding outcomes for both clients and in-house game development.Conceptualized innovative game design concepts that were instrumental in the development of Project Wit's End, a hybrid Visual Novel RPG-style game.Demonstrated a unique blend of creative and analytical skills, incorporating a deep understanding of game design principles and product management best practices to create engaging and innovative video games, and managing the end-to-end development process to ensure the timely delivery of high-quality products.	
2017-2019	LIA Gamification Designer	REMOTE
	<ul style="list-style-type: none">Led the gamification design effort for LIA's app, working closely with stakeholders to ensure that gamification features were seamlessly integrated into the app's overall design and functionality, resulting in a highly effective and cohesive product.Conducted user research and testing to iteratively improve the app's design and ensure that it effectively met the needs of individuals with high-functioning autism, while also considering the goals and objectives of the company and stakeholders resulting in a well-balanced product that effectively addressed user needs and business goals.Utilized skills in graphic design, user experience (UX) design, and psychology to create a gamification experience that was both visually appealing and effective in teaching social cues to users, while also considering factors such as cost, feasibility, and scalability, demonstrating strong cross-functional and strategic thinking skills.	

PM Projects

2022	Improvements in Feature Design for Cody Cross and Crossword Jam Click to view Product Analysis <ul style="list-style-type: none">Identified key strengths and weaknesses of both games and proposed a set of new features and design improvements to enhance user engagement and retention.Effectively communicated the rationale behind each proposed feature and its potential impact on player experience and business metrics.
2021	Exploring Samsung's Brand Marketing Strategies in the Indian Market Click to view Product Marketing <ul style="list-style-type: none">Conducted thorough research on Samsung's premium smartphone market in India to identify the company's target audience and competitive landscape.Analyzed Samsung's marketing strategies, including product positioning, pricing, distribution, and promotion to understand the company's brand marketing approach in the Indian market.

Skills Asana, Data Analysis, Prototyping, Cross-functional Team Leadership, User Research, Design Thinking, Multivariable Testing, Gamification, SQL, Game Design, Management, A/BTesting, Empathy, Market Research, Product Lifecycle Management, Unity Agile, Market Analysis, Python3, Figma, JIRA, Prioritisation, KPI Dashboards, Advanced Excel, Monetization, Pricing Optimization, Wireframing, Figma, MixPanel, Google Analytics, Marketing, MoEngage, Funnel Building, Segmentation

Community Vice-President at the Rotaract Club of Ashoka University – Fundraising, Event planning, Blood Donations, Mentoring students from low-income schools. President of the Anime Club – Content Creation, Marketing, Event Planning, [Blog](#)

Personal Languages Known - English, Hindi, Assamese, Bengali; I love analyzing entertainment media & thinking of them as products.