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AI product manager and founder-operator, with 5 years building data and AI products across fintech and consumer - owning product verticals 0⟶1 through strategy, agentic workflows, and product-led growth. Scaled Efficacy Labs to $117M in managed assets.

CORE COMPETENCIES

AI Products: LLM & Gen AI Products, Agentic AI, Prompt Design, AI Automations, LLM APIs, Langchain, MCP, RAG Products, Evals
Product Management: 0⟶1 Product, Roadmap, Product Strategy, A/B Testing, OKRs, Wireframing, Payments, User Stories
Technical Fluency: Python, SQL, REST APIs (FastAPI), Schema Design, Databases, Vercel, Git, Data Modelling, Bot Automations
Business & Growth: Gamification, Referrals, Mixpanel, Clevertap, GA4, Go-To-Market, Partner/Vendor Management

EXPERIENCE

Scale Labs - Founder (Product Consultancy) *Sep '25 - Present*

Description: Resumed practice after Efficacy's wind-down, shifting focus toward AI-native product builds.

- quadcse.com - owned end-to-end product stack (Next.js migration from WordPress); defined information architecture, UX flows, programme pages, admissions, payments, LMS portal **driving 500+ monthly inbound leads**.
- Prompt Arena **-** two-model AI pipeline: generation model produces output, scored by a rubric-based evaluator; on-demand batch regeneration once saturated, avoiding redundant AI generation costs at scale.
- College Predictor - weighted historical-data engine with 4-year cutoff analysis classifying college outcome into tiers.
- Venture Researcher - Multi-agent persistent research automation on Hermes framework with evidence-grounding gates and deterministic rules; generated 15+ venture-validation reports, cutting research time per report from ~3-4 hrs to under 30 min (**~90% reduction**). Red-team review layer built to catch model-generated inaccuracies.

Efficacy Labs - Alpha Wave backed, Bangalore - Product Lead (Fintech Venture Studio) *Feb '24 - Sep '25*

Description: Joined as a product consultant; later moved into an operating role. Led four products from scratch and complete UI/UX overhaul. Kriya - our core product, is analogous to a broker with automated investment strategies. $1.5M+ revenue.

- **Built a multi-source LLM research agent** (Python, LangChain) ingesting 15+ external sources; automated synthesis into Telegram briefs **cut team research time from 8 hrs to 15 mins**, enabling faster responses to competitor moves.
- Designed gamified rewards economics that drove 70,000+ investor acquisitions and scaled the platform from $30M ⟶ $117M in managed assets (**$700K+ revenue**) - owned economic modeling, UI/UX and engineering execution.
- Launched two other 0⟶1 products - a new-market exchange expansion and a community rewards program - owning economics through GTM; **generated $150K+ combined**.
- Drove 30+ institutional partnerships and technical integrations (widgets, overlays, APIs) across APAC/EU/US, and grew the community to 260K+ and 1.3M+ campaign users through technical deep dives and growth initiatives.

Scale Labs - Founder (Product Consultancy) *Apr '23 - Feb '24*

Description: Founded after a regulatory-driven layoff at LogX (15 of 17 employees cut). Built a client base from zero - network, referrals, events, socials, forums - started in web3 and expanded into product consulting for Bangalore-based startups.

- Grew from **solo operator to a 2-person team**, hiring an analyst to own delivery while I focused on BD, client strategy, and evaluating new verticals - **scaling to $100K+ revenue across 20+ clients and 40+ engagements**.
- ISP (500K users): Migrated 3 fragmented databases (MySQL, Postgres, MongoDB) and 40+ tables into ClickHouse, architected 5 production models for every vertical (revenue, tickets, churn, inventory, onboarding) - cutting manual reporting to CXOs to instant queries (**12+ analyst hours saved daily, -70% decision time turnaround)**.
- Virtual health platform Habuild: Instrumented a paid-ad-to-first-class funnel, found the largest drop-off, and drove a 20% increase in first-class signups through funnel and onboarding fixes.
- Analytics consultant to a fintech platform: Developed multi-competitor benchmarking and a liquidity risk monitor, surfacing a below-competitor average ticket size that redirected growth toward institutional capital.

LogX - Sequoia backed, Bangalore - Senior Product Analyst (Investment Platform) *Feb '22 - Apr '23*

Description: Joined to build LogX's product marketing and analytics function. Later, moved into research at the founders' direction.

- Built analytics infrastructure: database schema, 30+ dashboards, 500+ SQL queries tracking user behavior, financial metrics, and engagement patterns daily. Executed 10+ growth campaigns (+10% investor count).
- Delivered 8+ strategic reports directly contributing to GTM strategy and two critical product pivots.

GIVA - Premji Invest, Creaegis backed, Bangalore - Product Analyst (Omnichannel Jewellery Brand) *Jul '21 - Feb '22*

Description: First product hire, worked directly with CTO. Set up marketing + analytics stack, helped launch GIVA's Android app.

- Scaled GIVA app 20x (2K ⟶ 40K DAUs), **paying customers 8x** driving revenue growth to ₹1Cr+ / $120K+ monthly.
- Built 15+ SQL dashboards, monitored GA, UXCam, MoEngage and Shopify data to track KPIs and identify top SKUs.
- Created a push notification framework (**+16% conversion**) and reworked onboarding (**-80% homepage-to-product drop-off**)- optimized through A/B testing and cohort / funnel analysis.

EDUCATION

BITS Pilani, Engineer *Aug '16 - May '21*

- **Marketing Director:** Led 60+ consultants at 180 Degrees Consulting on pro bono projects for 6+ clients.

ADDITIONALS

- FIDE Chess Rating 1658, 6+ accolades | Badminton, Swimming, Running (prepping for a 20K), Learning Mandarin