KUNAL KUMAR

PROFILE

Product Manager with experience in different sectors like fintech, E-commerce and travel. A problem solver at heart with a strong technical background. Experienced in building 0-1 products along with scaling products to millions and driving strategy and road maps.

PROFFESIONAL EXPERIENCE   7 Years 0 months

Product Manager (Asthatrade)   Nov 2021 – Present

- Improved **user acquisition by >30%** by introducing **CKYC and KRA verification** as well as **improved IPV process** which led to less friction during user on-boarding process.
- Launched **Options Strategy**, a feature provided by only a few brokers in India, which led to an increase in **user engagement by 10%.**
- Led the **conceptualization**, **road mapping**, **implementation & launch** of **Dock** portal, AsthaTrade's Backoffice platform, leading to increase in user satisfaction.
- Increased the **user adoption** of dock by **20% MoM** basis within 5 months of launch.
- Conducted **user interviews** to understand customer problems and needs.
- Ran **A/B testing** on Dock Refer and Earn to increase the feature adoption by 13% which also led to increased user reactivation.
- Led the quarterly **product grooming and prioritization** through impact in conversion, NPS, effort etc.

Senior Software Engineer (Caastle)   Jan 2020 – Nov 2021

- Worked as a **POC** for moving to **agile process** in the organization.
- Designed and developed closet bulk curation(CBC) API which enables users to search their closet and perform actions accordingly helping in **reducing closeting time by 70%.**
- Developed Image Attribute Analysis tool which analyzes the image of any garment and provides its attributes like color, type, etc automatically . By development of this project the manual analysis time was **reduced by around 70%.**

Software Engineer (Amadeus Labs)   Jan 2016 – Jan 2020

- Worked as maintenance leader with a **team of 6**, driving it towards the targets.
- Developed **change name feature** which enabled travel agents to change user names in PNR.
- Reduced the production issue backlog from **300+ to under 10** with a huge positive impact on over millions of end-users.
- Reduced review comments by **90%** by performing the periodic code reviews and maintaining the KPI for it.

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SKILLS AND TOOLS

Prototyping – Balsamiq, Figma

Data Analysis - Clevertap, SQL, Google Analytics, Excel, Python

Project Management – Jira, Confluence

Behavioural Skills – Leadership, Communication, Problem Solving

EDUCATION

B. Tech – **BIT Mesra**, 2015

CERTIFICATIONS

Certified ScrumMaster® - Scrum Alliance, Denver

Insurjo - Product Management Principles - The Product Folks

AWARDS & RECOGNITION

Awarded **High Flyer Award** of the month & Quarter (Jun-Aug'18) in Amadeus Labs