

ADITYA SINGH

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SUMMARY

I am an Associate product manager with a solid foundation in design, leveraging my design background to craft user-centric products. Over the past year, I have actively contributed to analytics-driven initiatives to extract actionable insights and collaborated cross-functionally to derive data-driven strategies.

PROFESSIONAL EXPERIENCE

Associate product manager | *Kolo app* *Dec 2022 - Present*

- Streamlined user flows and designed in-app journeys for new user onboarding, leading to a 10% increase in retention and a 15% increase in user-generated content.
- Created a carousel nudge to give user-generated requirements, a first-class visibility to professionals leading to a 10% increase in work interest on requirements and a 5% increase in revenue.
- Formulated a user-centric, predictable category navigation system, enhancing the app's ease of use for design needs leading to a 10% increase in engagement for the 80th percentile of users.
- Implemented deferred deep linking for marketing campaigns, enabling the precise user landing within the app, resulting in a 20% increase in conversion and a 10% increase in retention.
- Led successful implementation of LeadSquared a CRM platform for cross-functional lead tracking and coordination.

Product Management Intern | *Kolo app* *Sept 2022 - Dec 2022*

- Helped in event planning and analytics, defining key events with product objectives.
- Facilitated release retrospective to evaluate feature launches, and analyze successes, challenges, and opportunities for process improvements

CAP Fellow | *Upraised* *June 2022- Oct 2022*

Product work

CRED- [Improving the shopping experience on the CRED store](#)

GradRight- [Improving top-of-the-funnel activity for GradRight](#)

Freelance Architect and Project Manager *June 2021-June 2022*

- Collaborated with the UP Government on architectural projects worth 2 crore, generating 35 lakhs in annual revenue, and secured a contract worth 50 lakhs with the Rural Development Department.

Project Architect | *Prashant Pradhan Architects, Gangtok, Sikkim* *Sept 2019-May 2021*

- Led a 3-member team in collaboration with IHCL's VP of Design for Taj Resort Pakyong, while also spearheading planning and design for 12 projects, valued at 120 crores, spanning hospitality, housing, and health sectors.

EDUCATION:

Bachelors in Architecture *2014-2019*

Shri Mata Vaishno Devi University, Jammu

Extracurricular

- 2nd National Business Plan Competition 2016 organized by Entrepreneurship Development cell *Feb 2016*
- Secured 3rd rank in the 2nd National level Business Plan Competition 2016

SKILLS

- **Technical:** Amplitude, Metabase, SQL, Python, Excel, Postman, Webflow
- **Product:** PRDs, Market research, Product Research, Stakeholder management, Wireframing
- **Tools:** Figma, Balsamiq, Notion, Miro, Webengage