Ashish Joshi

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WORK EXPERIENCE

Associate Product Manager   Jan '22 - Present

Iquanti India Pvt. Ltd. │ Bangalore

- Introduced the Credit Cards category, achieved **~20% increase** in overall product traffic and a **~10% increase** in top-funnel users
- Formulated a roadmap of over 50 A/B tests. Achieved an average **conversion rate of 15%** across all credit card features
- Identified and resolved issues to optimize the signed-in experience, leading to a **~15% increase in onboarding rate**
- Led API integration with an open finance platform to enable user account linking, resulting in a **~5% increase in return rate**
- Developed a conceptual framework and secured a **6-month** investment to expand offerings of the signed-in experience
- Managed Product Roadmap, wrote user stories and tracked development status using **Jira and Confluence**
- Prepared Requirement documents, wireframes, and sequence diagrams using **Figma** to facilitate feature development
- Collaborated with product analysts to **track KPIs** and perform in-depth analysis of user journey

Stratigic Product Manager   Jan '19 - Dec '21

Lightning Logistics Pvt. Ltd. (Micelio Mobility) │ Bangalore

- Conceptualized and implemented end-to-end HRMS solution to digitize recruitment process for delivery executives, Web dashboard for internal users, and a Mobile app for end users, **1000+ concurrent** users on app
- Implemented an Integrated **OMS** and integrated APIs with multiple clients with **custom order allocation logic**
- Drove API integration with an insurance vendor to facilitate real-time insurance coverage for **1000+ deliver**y executives
- Managed concept to launch of rule engine-based payroll solution to streamline rider payout process; **~2% processing cost reduction; 98% on-time salaries**; improved transparency and trust among stakeholders
- Conducted **Monthly training sessions** for the BD team, Operations and Recruitment teams, and delivery executives to enable the rollout of implemented features and smooth transition from offline to online systems

Senior Account Manager   Jan '18 - Dec '18

GetMyUni Educational Services Pvt Ltd │ Bangalore

- Handled marketing campaigns of over **30 Universities** including some of India's largest universities like SRM, LPU & Manipal
- Generated approximately **5 million leads**, contributing to the overall growth of the company
- Successfully achieved a significant **15% increase** in organic leads, resulting in improved sales performance
- Performed location-level analysis on the leads delivered to over **100 universities**
- Utilized analysis to generate leads, resulting in a **15% decrease** in customer acquisition cost

Operations Manager   Apr '17 - Dec '17

Box8 │ Mumbai

- Located and negotiated **3 new** stores in Mumbai to expand the business
- Managed end-to-end operations to drive process improvements. Increased on-time order delivery rate **by 10%**
- Performed below-the-line (BTL) promotional activities. Increased new orders by **20%**
- Explored untapped areas resulting in a **25% increase** in sales

KEY SKILLS

Core competencies: Communication, Stakeholder Management, Cross-functional teams, Data and Metrics, Prioritization, User and Market Research, and Product design - UX/UI.

Product Skills: User Research, Product Analysis, Product Roadmap, Wireframing, A/B testing, requirement documentation, Insight generation, A/B testing, Product Design, Product Lifecycle, New Product Features, Product Strategy, Product Vision, Product Specification, Product Backlog

Technical Skills: Database fundamentals, API fundamentals, Coding fundamentals, Prototyping, Data Analysis

Tools: Google Analytics, Excel/Gsheet, Userlytics, Proto.io, Figma, Jira, Postman fundamentals, Hotjar

EDUCATION AND ACADEMIC ACHIEVEMENTS

B.Tech. Information Technology   Jun '16

Arya Institute of Engineering and Technology │ Jaipur

Interests & Hobbies

Travelling, reading articles/newsletters, listening to podcasts