

# DHIMANJYOTI BAYAN

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Product enthusiast who loves to dig deep into user problems and build solutions that drive business. 2+ years of experience in designing & growing high-volume marketing campaigns with 50 lakh+ views.

## EDUCATION

### PRODUCT FELLOW | Upraised Jun 2022 - Present

Joined the Career Accelerator Program for **Product Management**, a program to make professionals **job-ready in the product domain**.

[Product portfolio](#) (Two PRDs, one psych teardown and five product observations)

[PRD - WhatsApp Business App - B2C - Increase User Engagement](#)

[PRD - Hirect - B2C - Increase the Relevancy of Job Recommendations](#)

### BA MEDIA and COMMUNICATION | Manipal Academy of Higher Education

2017 - 2020

Specialised in Market Research and User Experience (UX) design.

## EXPERIENCE

### SENIOR CREATIVE ASSOCIATE | BYJUS - The Learning App

Jan 2022 - Present

- **Project Management:** Developed and managed 4 product [marketing campaigns](#) focused on **growth** which has garnered close to **1 crore** views on YouTube and other social media platforms.
- **Roadmap and Strategy:** Developed strategies and roadmaps to meet **user needs** and **business goals**, contributing to **2 lakh+** subscribers on [YouTube](#).
- **User Research:** Conducted research for a [campaign](#), to understand the users' characteristics and **pain points**, along with routine **competitive** and **user** feedback analysis.
- **Data Analytics:** Collaborated with the analytics team to set **key success metrics**, and to perform analysis on large datasets to generate **actionable insights**.

### CREATIVE ASSOCIATE | BYJUS - The Learning App

Oct 2020 - Dec 2021

- **Design:** Developed the **design system** of a marketing campaign aimed at generating leads, with over 30 [videos](#) on social media and **50 lakh+** views.
- **Team Building:** Built and led a **3-member design team** for 1 year focused on designing **product marketing** campaigns.
- **Leading cross-functional teams:** Led and managed the pre-production stages of a [campaign](#) for 1 year, consisting of **10+ members** and **4 senior stakeholders**.
- **Marketing Strategy:** Conducted **market research** and developed **value props** for product campaigns.

## SKILLS

- **Tools** - Google Suite and MS Office, Adobe Creative Suite, Figma, SQL
- **Processes** - A/B Testing and Experimentation, PRDs, UX Design, Research
- **Power Skills** - Problem-Solving, Stakeholder Management, Cross-Functional Collaboration

## AWARDS & ACHIEVEMENTS

- Hosted Rewards and Recognition **Townhall** event in February 2021 at **BYJUS**.
- Awarded the **Extra Mile Award** in September 2021 at BYJUS for providing comprehensive support to my team.