

Roshan Raj Mishra

[IMMEDIATE JOINER]

A resume-oriented Product Manager with over 5+ years of experience in the industry, adept at enhancing user journeys while leveraging growth, strategy, design, technical, mobile, B2C and B2B product management expertise. Recently Specialized in building and scaling AI/ML and Generative AI products. Also demonstrated success in driving revenue by collaborating with engineering, design and marketing teams. Adept at blending strategic vision with hands-on technical execution. Passionate about delivering impactful solutions that address evolving market demands and foster tangible value to the organization.

Contact: +917787847713; Email: mishraroshanraj@gmail.com;

Experience

30TH MAY 2024 – 31ST JANUARY 2025

Product Manager (Growth) / Interview Kickstart, New Delhi (Remote)

- Accelerated Gen AI Courses enrollments by strengthening organic channels and referral initiatives, boosting user acquisition by 15% over 4 months.
- Enhanced organic growth strategy via website performance and content optimizations, increasing organic traffic by 7% and lead generation by 12% over QoQ.
- Launched new GenAI Courses with go-to-market strategies, orchestrating cross-functional teams to achieve a 23% increase in sign-ups and 16% revenue uplift in Q4.
- Introduced a gamified referral program, driving a 35x surge in referral leads and reduced CPL by 20% in one month.
- Designed and delivered the LLM-powered FAANG Resume Analyzer Tool, using a fine-tuned gpt-3.5-turbo model with a large set of FAANG professional resume datasets to create a scalable, low-CAC funnel that reduced customer acquisition cost by 8% over 3 months.
- Collaborated with engineering to define transparency guidelines and optimize the data pipeline for the LLM-powered Resume Analyzer, reducing processing latency and improving the user experience for analysis.
- Optimized landing page UI/UX experience, working with designers to redesign components, streamlining user flows to increase lead generation by 10% in Q4 vs Q3.
- Developed an optimized lead routing workflow for program advisors, leveraging metrics to improve conversion rates by 7-12% month over month.

27TH NOVEMBER 2023 – 23RD MAY 2024

Product Manager (Artificial Intelligence) / Unstop, New Delhi

- Led the UI/UX revamp through frequent A/B tests for the student experience platform, prioritizing responsiveness and user-centric design, resulting in a CSAT score of 96%.
- Successfully launched the Training & Placement Automation software (Unstop Bridge) for colleges, delivering the product in 2 months of joining the team. Served as the SME for Sales and Marketing, resolving client tickets and delivering product demos to support team objectives.
- Drove adoption of Unstop Bridge by onboarding 5 colleges and over 8000 students, contributing to a 15% increase in user registrations and generating an additional ₹90 lakhs in revenue through Unstop PRO subscriptions.
- Managed the end-to-end product development lifecycle, including defining roadmaps, gathering requirements, writing PRDs, wireframing, prioritizing backlogs, planning sprints, and leading scrum ceremonies, collaborating with engineering and QA to deliver <5% spillovers in sprints cycles.

24TH NOVEMBER 2022 – 31ST OCTOBER 2023

Associate Product Manager / Herkey (formerly JobsForHer), Bengaluru

- Designed and launched a one-click AI-Powered profile autofill functionality, leveraging Google Vision API (for OCR extraction) and a self-hosted open-source model (for tagging) to intelligently parse resumes and autofill user profiles, replacing an expensive third-party API and increasing average profile completion rate from 9% to 81%.
- Developed and launched an AI-Powered Quick Apply feature (similar to LinkedIn's Easy Apply but enhanced), which automatically generated personalized cover letters and completed job applications for users, increasing job applications on the platform by 16% in one month.
- Collaborated closely with Data Scientists to define and prioritize key data features (e.g., resume sections, keywords, formatting elements) for the AI Profile Autofill model to optimize parsing accuracy and profile completion rate.
- Identified and scoped relevant user data points (e.g., past job applications, profile details, job descriptions) to inform the feature engineering for the AI Quick Apply model, enhancing personalization and application quality.

- Defined guidelines and requirements for the AI Quick Apply feature's content generation to ensure ethical and unbiased language, promoting fairness in automatically generated cover letters.
- Defined requirements for the data ingestion pipeline to efficiently process resume files for the AI Profile Autofill functionality, ensuring timely and accurate data availability for the model.
- Scoped the requirements for the data pipeline supporting the AI Quick Apply feature, ensuring seamless flow of user profile and job data to enable real-time personalized content generation.
- Defined key model performance metrics (e.g., parsing accuracy, tagging precision) for the AI Profile Autofill functionality and analyzed results to drive iterative model improvements, contributing to the increase in profile completion.
- Launched and iterated on the 'Candidate Pool' feature, providing recruiters with a key tool that generated Rs. 32.65 Crore in annual revenue.
- Optimized the candidate onboarding user journey, streamlining and reducing steps and leading UX improvements to reduce cognitive load to achieve a 16% decrease in user drop-off rates within one month.
- Enhanced the job recommendation engine's relevance for applicants by implementing RChilli parsing APIs, driving a 500% increase in employer shortlists and an 8.5% increase in relevant candidate job applications.
- Introduced Job Recommendations for candidates, increasing job applications by 11%.
- Led Agile development practices, including all sprint ceremonies (backlog grooming, sprint planning, reviews, and retrospectives), to ensure efficient product delivery.
- Coordinated internal communications and enabled Sales and Marketing teams on new product features to drive successful adoption and messaging.
- Recognized with a 'Spot Award' for proactive problem-solving and rapid resolution of critical production issues, minimizing impact on users and business operations.

28th DECEMBER 2020 – 2nd SEPTEMBER 2022

Product Analyst (Product Management) / Optum, Hyderabad

- Led the enhancement of the user journey for our insurance application process. By streamlining the application interface and reducing form complexity, we achieved a **5% increase in completed applications, thereby improving customer acquisition rates**.
- **Prioritized and managed the product backlog**, including sprint tasks and milestones, based on the roadmap and daily needs, while ensuring that the team remained focused on delivering value to users.
- Conducted **product discovery** by engaging with stakeholders, **authoring user stories**, and ensuring that product iterations were closely aligned with user needs and value.
- **Gathered requirements** from stakeholders, documented design, and engineering requirements, and created comprehensive artifacts such as user stories, acceptance criteria, and wireframes.
- Received several awards, including "Outstanding Performer" in 2022, Aquamarine, and Topaz Bravo! Awards for making significant contributions to the organization's product enhancements.

24th JUNE 2019 – 20th DECEMBER 2020

Analyst (Product Management) / Deloitte USI, Hyderabad

- Successfully **launched the MVP** of an Internal Security Dashboarding tool, **achieving 60% of the application onboarding targets** within the first quarter of launch, resulting in a positive impact on the organization's security posture.
- Initiated and managed an **A/B testing program** to improve user engagement and product adoption, resulting in increased rates of product adoption and user satisfaction.
- Coordinated **sprint planning, backlog grooming, retrospective, and daily standup meetings** with engineering and testing teams, prioritizing user stories and bug fixes based on business requirements and user needs.
- Prepared and presented weekly, monthly, and quarterly metrics to senior management and application stakeholders, classifying them based on severity rating, business impact, and other parameters to ensure clear visibility of security posture and progress.

Additional Product Experience

- A thought leader, content creator and active community member in the Product Management Space on LinkedIn with over 150k+ impressions and 9k+ followers on LinkedIn
- Mentored over 50+ professionals via Topmate.io find their first PM role by helping them with resume reviews, career feedback, etc. to help them transition into product roles.

Skills

- **Core PM Skills:** AI/ML Product Development, Large Language Models, Generative AI, AI-Powered Tools Development, Prompt Engineering, Product Management, Product Strategy, Product Development, Product Launch, Product Lifecycle Management, Product Roadmap, Product Vision, Product Growth, User Research, Market Research, Competitive Analysis, Data Analysis, Analytics, Metrics Analysis, Business Analysis, Product Analytics, Stakeholder Management, Cross-functional Collaboration, Team Leadership, Project Management, Execution, Problem Solving, Strategic Thinking, GTM Strategy, User Stories, Cost Optimization, Incident Resolution, Data Visualization, Process Optimization, Customer-Centric Approach, Risk Management, Storytelling, PRDs, Prioritization, Wireframing, Feature Planning, User Feedback, Continuous Improvement, C-suite Communication, Customer Alignment, Data-Driven Decision Making, Sales Team Support, User Journeys, User Flows, Prototyping, A/B Testing, UI/UX Design
- **Technical Skills:** Technical Requirement Gathering, Agile Methodologies (Scrum), System Architecture, API Design & Management, Cloud Computing Concepts, Scalability & Performance Analysis, Technical Feasibility Assessment, Technical Communication
- **Tools:** Figma, SQL, Excel, JIRA, Tableau, ChatGPT, Loveable, Zeda.io, Google Analytics, Mix Panel, Microsoft Clarity, Google Looker Studio, VWO, HubSpot, ASANA, Amplitude, Intercom, Google Keyword Planner, Google Trends, GitHub Copilot
- **Industry Knowledge:** InfoSec, Marketplaces, B2B SaaS, B2C SaaS, EdTech, HRTech, E-Commerce, Recruitment, IT Consulting

Education

- Product Management Career Accelerator Program | **Upraised** | Nov 22 to Mar 23
- B. Tech in Information Technology, **Kalinga Institute of Industrial Technology, Bhubaneswar** | 2015 – 2019