

Somraj

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Professional Summary

Product Manager with 3+ years of experience driving platform and growth products across high-traffic D2C systems (10M+ monthly users). Shipped AI-powered personalization, agent-based tooling, and data-driven features end-to-end — working directly with engineering on architecture, APIs, and system design. Strong in analytics, experimentation, and technical execution: +7% conversion, +20% revenue, 99.9% uptime at scale.

Experience

Honasa Consumer Ltd (Mamaearth & The Derma Co.)

Jun 2023 – Present

Gurugram, Haryana

Senior Executive – Growth Product

Apr 2024 – Present

- Owned quarterly product roadmap; prioritized features using funnel analytics, cohort analysis, and event-tracking data from Amplitude and GA4.
- Architected and shipped CTMP AI personalization engine — survey-driven concern-to-routine mapping with LLM-assisted content layer — delivering +15% ATC and -18% bounce rate.
- Led homepage & PLP revamp end-to-end: defined specs, reviewed front-end implementation, ran multivariate tests — achieving +7% CR and +9% AOV.
- Improved platform reliability during flash sales (10M+ sessions): governed CI/CD pipelines, feature flag rollouts, and release checklists — maintaining 99.9% uptime and +25% deploy velocity.
- Drove mobile-first product strategy: overhauled onboarding flows, deep linking, and push notification logic — growing app share from 34% to 48%.
- Wrote detailed PRDs, system flow diagrams, and API contracts; led UATs and sprint planning with engineering and design.

Growth Product Intern

Jun 2023 – Apr 2024

- Stabilized checkout and order flows for 15,000+ concurrent users during high-traffic brand sales.
- Ran 12+ A/B and multivariate experiments on UI flows; 4 shipped experiments delivered sustained 3–5% CR uplift.
- Reduced defect resolution time by 28% via structured bug triaging, test case creation, and cross-team release coordination.
- Built behavioral analytics dashboards (NPS, drop-offs, funnel KPIs) using heatmaps, session replays, and SQL queries.

Projects

CTMP Personalization Engine | Rule Engine, LLM, Next.js, REST APIs

Feb 2025

- Designed end-to-end architecture for a survey-driven AI personalization flow with LLM-generated routine copy and rule-based product matching.
- Achieved +15% add-to-cart and +11% PDP engagement; built for scale with modular concern-to-product logic.

Website Revamp | Figma, GA4, Clarity, Agile

Mar 2025

- Owned UI/UX redesign of homepage, PLP, and search — spec'd from heatmap analysis, funnel drop-offs, and Core Web Vitals data.
- Delivered +7% CR, +9% AOV, and 22% faster page load across 3 agile sprints.

Project Tracker App | Next.js, Golang, MongoDB, OpenAI API

Jun 2024

- Built a full-stack project management platform with AI-powered task summarization, status workflows, and team collaboration via GPT integration.
- Implemented JWT auth, analytics dashboards, and API monitoring — production-ready with observability built in.

Personal Portfolio | Next.js, Golang, MongoDB, AWS S3

Mar 2024

- Developed a CMS-style portfolio with modular content management, SEO optimization, and Core Web Vitals compliance.
- Leveraged AWS S3 CDN for asset delivery — optimized for low latency across devices.

Skills & Tools

- Product & AI:** Roadmap Planning, PRD Writing, Feature Prioritization (RICE/ICE), System Design, API Contracts, LLM Integration, AI Agent Design, Prompt Engineering, RAG, MCP (Model Context Protocol), A/B Testing, CRO.
- Analytics & Data:** GA4, Amplitude, Metabase, Clarity, SQL, Cohort Analysis, Funnel Analysis, Event Tracking, Power BI, Looker Studio.
- Technical & Infrastructure:** Golang, Next.js, OpenAI/Anthropic APIs, Docker, Kubernetes, Firebase, AWS (EC2/S3/Lambda), GCP, CI/CD, Feature Flags, REST APIs.
- Design & Collaboration:** Figma (wireframes, UX audits), user personas, journey mapping, JIRA, Slack, agile & sprint planning.

Education & Certifications

Lovely Professional University — B. Tech, Computer Science & Engineering

Jul 2020 – Aug 2024

Certifications: PM, UI/UX, DevOps, Cloud Architecture, Golang | 200+ GCP Labs | 15+ Skill Badges | Credly Verified