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# as a professional

ambitious and results-oriented, consumer focused with 6+ years of experience in developing and designing various products with creative & strategic thinking.

## working experiences

### nowpurchase

product lead, august '22 – present

- **spearheading metalcloud**, an optimisation saas for **\$19 billion foundry industry**
- unearthing customer problems through extensive **market and customer research**
- scientific approach towards **product-market-fit** with **problem, solution and implementation hypothesis** validation with **20+ power users**
- **partnering with engineering manager, lead ui/ux designer and product associate** to define top class solutions that will address customer difficulties in iterative fashion
- working with power users, founders, onboarding and sales to make key decisions about the customer needs and **build prioritised roadmaps** till december '23
- integrating spectrometer app for **250+ foundries** to increase **adoption of saas by 25x**
- using **prioritisation metrics, rice scoring method to prioritise features** and following **agile methodology** to develop and deliver with minimal iterations

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### gokwik

product design manager, nov '20 – july '22

- **designed the minimal viable product** along with founders at a very early stage
- **managed a team of 3 designers** which includes ui designer, graphic designer and motion graphic animator
- created gokwik's **brand heart, brand guideline and visual identity** with founders, marketing team and designers
- designed gokwik's **checkout product (upi and cod) and value delivery dashboard** to improve delivery rates with automated address correction, intelligent order confirmation, communication optimiser which **helped 150+ d2c brands increase their transaction at least by 2x**
- **revamped gokwik's website presence**, post which consumer **footfall increased by 48%** on the website and **conversion rate increased by 13%**
- **spearheaded gokwik value delivery dashboard product** and **onboarded 50+ brands** who were benefitted by 'checkout with gokwik' data visualisation for decision support

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- **early and integral team member of gokwik's 0 to 1 journey**, with a current valuation of \$354 million

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## silverpush

associate product manager, aug '19 – aug '21

- **led betterbutter.in** which was acquired by silverpush and **reduced cost per user by almost 80%**, while maintaining the website traffic, within a timeframe of 6 months
- **revamped betterbutter website** to a modern, user-friendly design coordinating cross functional teams and founders which led to a **huge 56% leap in average session time**
- **increased mobile app user by 67% for betterbutter**, designing and developing the app from scratch with proper ethnographic research and incentive designs
- **spearheaded a successful launch for birkenstock india** by collaborating with cross-functional teams, birkenstock india team and birkenstock global team **resulting into 2.4x conversion rate and 20% returning rate**
- **spearheaded a successful launch for bigmuscles nutrition** e-commerce platform which helped them with **10x growth within a year**
- **designed dashboard for 'mirrors', a product by silverpush** which is loved by **200+ customers like ford, castrol, sunlight, oreo, coca cola** and more offers AI-powered in-video context detection, delivers brand safety controls that are unique to a brand, offering absolute protection from harmful video advertising environments
- **designed dashboard for 'parallels', a moment marketing platform** with different ad triggers like sports sync, weather, pollution and current trend to bring **88% high relevancy in customer digital advertisement experience**
- **working and researching on** various in-house upcoming AI-based products, market study, leading products upfront, extensive research before making any business and product decision, wire-framing, designing, developing and launching products with full throttle
- leading the **onboarding & design phases for the setup of a web shop for newu by dabur** in collaboration with cross-functional teams and helped newu **increase revenue by 7x monthly and 3.5x increase in conversion rate**

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## xelpmoc

project manager and ui/ux designer, sep '17 – mar '19

- **launched entire erp solution for speciality group of restaurants** which includes finance, inventory, human resource and customer relationship management modules
- **designed and developed an automated legal contract processing system for exigent group** to optimise their global operations

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- designed and developed **kidsstoppress.com website and hybrid application** which helped them **increase their revenue by 1.8x per month**
  - **collaborated with multiple startup founders** which were incubated by xelpmoc and worked on different products which customers love

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## sharechat

content curation manager, jan '15 – jan '16

- **managed a team of content writer and graphic designer** to produce localised content for sharechat android application **across 15 different indian languages**
- brainstormed with team to **formulate cross-platform vernacular content strategy** which **increased user generated content by 7x**
- **tracked analytics** to ascertain content engagement levels at the platform

## as an entrepreneur

worked on few exciting ideas for 3+ years in ed-tech, consumer tech and food industries and currently researching market on sustainable, eco-friendly, organic products and modelling a business plan for a eco-friendly creative studio.

## theorex edutech

founder, apr '16 – may '19

- built a **data analytics oriented ed-tech platform** for b2b education industry to **capture and monitor cognitive psychology of students and teachers** to come-up with **ai based data driven decision support** for academic business leaders
- captured **50+ data points** to come-up with cognitive analysis
- conducted **pilot run** of the product with **3 private colleges, 1 university and 5 k-12 schools** with **200+ students and 30+ teachers** onboarded

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## samosa time

co-founder, may '18 – dec '18

- cofounded a **food kiosk chain of 13 different types of samosas** with a **central cloud kitchen model** in the city
- started with an initial investment of rupees 50,000 and generated **revenue of rupees 4 lakhs+ in 6 months time frame**

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# as an open source contributor

an open source enthusiast with 8+ years of experience in contributing different projects like mozilla, wikipedia, fedora, duckduckgo etc.

## mozilla organization

india representative and evangelist, nov '13 – dec '19

- contributor of **mozilla.org localisation and support forum** helping mozilla users and **mentoring new volunteers** to get started on support mozilla project
- **mozilla representative since nov '15**, helped people with public speaking, as part of initiatives – **mozilla tech speakers**
- participated in **30+ mozilla.org events** throughout india **as guest speaker, volunteer, evangelist and organiser**
- one amongst indians listed in the **firefox browser's credits**

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## wikimedia foundation

writer, editor and evangelist, jan '12 – dec '15

- **led kolkata chapter for 3+ years** and **contributed in 10+ projects of wikipedia foundation** which includes wikipedia, commons, wiki meta etc.
- contributed **100+ articles in bengali wikipedia** and **50+ articles in english wikipedia**
- **organised 5+ global events** in india to **spread awareness to 2000+ people** about wikipedia and it's sister projects

# as a student

was always enthusiast about out of the box thinking and knowledge gathering. organised a lot of tech events, training programs for peers and other students

## jadavpur university

master of business administration in finance, aug '18 – dropped out

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## techno india university

bachelor in information technology, aug '11 – may '15

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## jadavpur vidyapith

wbbse & wbchse, jan '03 – apr '11

# as a freelancer designer

empowered 20+ businesses for last 3 years with product design, brand identity, ui/ux design, interaction design, graphic design and many.

## partners and clients

automatEazy

COLLEGE  
CHALO

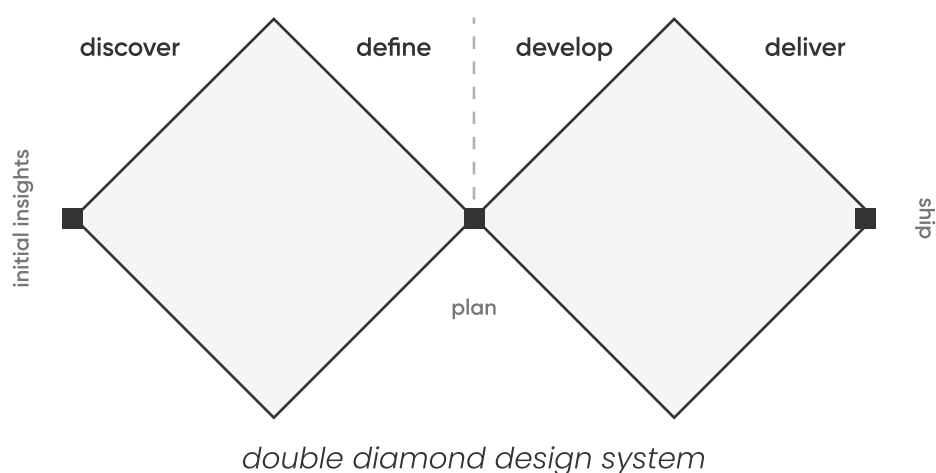
Freshhaat

GoKwik

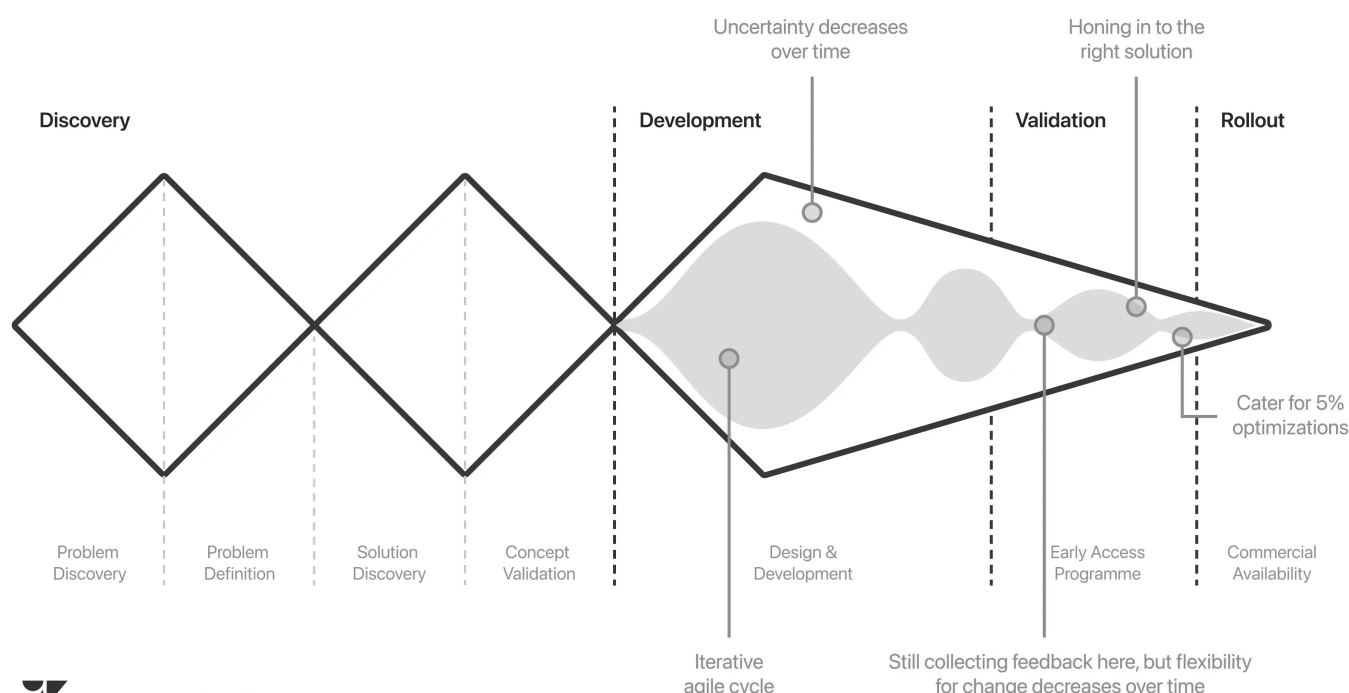
OpeninApp

LISTED  
CAPITAL FOR CREATORS

## my design thinking



when “ship” is over simplified, i switch to **triple diamond design procedure** to design any product feature with proper validations and iterative agile cycle.



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# my working methodologies

## product frameworks

- **rice scoring:** reach, impact, confidence, effort
- **value vs. effort:** value, benefit, impact vs cost, effort, risk, complexity
- **kano model:** basic features, performance features, excitement features
- **story mapping:** stage of user's journey vs tasks in order of importance

## project management methodologies

- **agile:** when requirements and constraints are complex and prone to change
- **scrum:** when requirements are complicated but managed within timelines
- **kanban:** when the team is relatively small and the project has few tasks
- **waterfall:** for capital-intensive project requirements with proper planning and execution

## ux methodologies

- **value proposition:** mapping out key aspects of products – what, who and how
- **product strategy:** to zero in on specific target audiences focusing on consumer attributes
- **competitive audit:** comprehensive comparison analysis to map out existing features
- **user interview:** research technique to get qualitative information from existing users

## skills and tools

for product strategy and roadmapping

***productplan, craft.io, productboard, airtable***

for customer feedback and surveys

***surveymonkey, typeform, jotform***

for ux research and testing

***hotjar, usertesting, userinterviews, optimalworkshop***

for ux flow

***figjam, justinmind, smartdraw, draw.io***

for prototyping and mockups

***invision, wireframecc, proto.io, webflow***

for ui design

***figma, sketch, zeplin, adobe xd***

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for user onboarding

***intercom, whatfix***

for collaboration and productivity

***confluence, zoom, goto meeting, notion***

for task management

***clickup, trello, slack, asana, basecamp***

for software development

***jira, metabase, git***

for product analytics

***amplitude, pendo, google analytics, mixpanel***

## my other details

### achievements

**moz://a**

representative, india

2015 - 2017



president, kolkata chapter

2014 - 2015



firefox browser credits

2013 - present

### hobbies and interestes



open source technology



blogging



books



football



travelling



music



photography

### language

english

हिंदी

বাংলা



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