

## ASSOCIATE PRODUCT MANAGER

### WORK EXPERIENCE

#### Terra

##### Associate Product Manager - RIPPLE

July 2025 - Present

Owned two AI-native games from 0→1, driving problem discovery → PRDs → production → launch for GenZ and young adult TG's. Defined product strategy, validated core loops, stabilized LLM behavior, and delivered the organization's **strongest user engagement metrics**.

- Led 2-week proof-of-concept cycles to validate product hypotheses, resulting in the lowest-cost and highest-performing title produced by a **6-member team**.
- Rebuilt onboarding through a modular FTUE system, reducing early **AI complexity** by **approximately 40%** and improving user activation and **early retention**.
- Designed the AI interaction system, including prompt flows, behavioral guardrails, narrative constraints, and linguistic tuning, **achieving 17% Day-1 retention and 12% overall retention at launch**.
- Developed the Stable / Semi-Stable / Experimental framework for LLM behavior management, **improving metric reliability** and enabling aligned decision-making across engineering, design, and leadership.
- Defined and monitored weekly product health metrics across activation, retention, engagement depth, and AI interaction quality; conducted **200+ user interviews** to guide product decisions.
- Improved early retention through progressive feature gating, **delivered the organization's highest playtest engagement**, and was recognized for high ownership, clear prioritization, and the ability to convert ambiguity into actionable product direction.

#### UX/UI Designer

December 2024 - June 2025

- Improved visual clarity and interaction quality by redesigning friction-heavy touchpoints and onboarding flows, and validated gains through Cohort Analysis, A/B Testing, funnels, and telemetry to reduce drop-off.
- Supported the launch of **11+ features** for **8L+ users**, contributing to significant **retention gains (D1 15%→40%, D2 9%→25%, D7 0.2%→9%)** through improved UX coherence, clarity, and interaction responsiveness.

#### Société Générale - Global Solution Centre

##### UX Design (Intern)

April 2024 - August 2024

- Redefined **engagement personas**, user flows, and information architecture to **enhance task efficiency and align with OKRs**.
- Designed wireframes and interactive prototypes to **communicate design intent** and enhance product usability.
- Contributed to the development of a **scalable platform** with three integrated segments by **standardizing design frameworks** and **visual systems** to ensure consistency across the product.

#### Remapped

##### Product Designer

February 2024 - December 2024

- Designed user-centered, **scalable interface** that enhanced engagement and **accessibility** for a career-focused platform.
- Applied UX strategies to support diverse user needs, **increasing retention by 15%** and **strengthening brand credibility**.
- Achieved results in overall **CTR improvement by 7%** and **engagement time by 9%** positioning the platform as a career growth resource startup.

#### Bata India Limited

##### Technical Designer

August 2021 - September 2021

- Interned in the Footwear Collection Department, translating **8+ design concepts** into **production-ready prototypes**.
- Collaborated on **12+ fit-focused patterns** and created technical drawings for manufacturing.
- Researched **industry trends**, Developed 5+ digital prototypes using CAD and analyzed market trends for product innovation.
- Contributed to **6+ cross-functional meetings**, optimizing design-production workflows.

### EDUCATION

#### Pearl Academy

##### Bachelor's In User Experience And Interaction Design

2020-2024, Delhi

### SKILLS

Activation & Retention • Cohort Analysis • Funnel Optimization • LLM Interaction Systems • AI Usability • A/B Testing • User Research (Qual + Quant) • KPI Modeling & Experimentation

### Tools

Figma • Microsoft Suite • Mixpanel / Telemetry Tools • Unity • Basic Scripting Logic • AI Prompt Pipelines