

ANIKET KUMAR

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PROFILE SUMMARY

Product Manager with 2+ years shipping AI-first products end to end across Series B and pre-seed startups. Recovered INR 10L monthly via funnel RCA; lifted NPS 52 to 70 for 50,000+ users; led 3 AI tools driving 30% conversion lift. CS to design to PM. Ship with engineers, not just hand off to them. Published multi-LLM OS solo on npm.

EXPERIENCE

The Good Bug

Aug 2025 – May 2026 | Mumbai

Associate Product Manager (Series B, India's First Gut Focused Company) | **Live App**

- Recovered **INR 10L/month in revenue**, measured by payment success rate, by diagnosing a 55% funnel drop via RCA and rebuilding checkout end to end
- Drove **30% conversion lift and 20% of platform sales**, measured by attributed revenue, by shipping 3 AI tools including Recommendation Engine and Gut Test
- Saved **INR 1L/month in attribution costs**, measured by vendor spend eliminated, by building an in-house iOS attribution system tracked via Mixpanel and GA4
- Eliminated **weekly manual QA overhead**, measured by release cycle speed, by shipping an LLM-powered AI QA system across all sprints
- Cut **ad production from 1 week to 2 days**, measured by end-to-end cycle time, by designing an AI workflow for sales and a RAG chatbot for CS
- Hit **100+ downloads in week 1 with zero paid spend**, measured by install velocity, by shipping the mobile app in 4 months after clearing a year-long backlog

Aradhana

Apr 2025 – Jul 2025 | Bangalore

Founding Product Manager (Pre-Seed Consumer AI Startup, 3-person team)

- Reached **100 organic users in 2 weeks**, measured by activation rate, by shipping AI Guruji from zero using interview-driven journey maps and nudges
- Tripled engagement **from 10% to 30%**, measured by DAU/MAU, by designing Kundli and match-profile features backed by GTM-aligned PRDs

Embetter Technology

Nov 2023 – Mar 2025 | Bangalore

Associate Product Manager (B2B Enterprise Healthcare SaaS, 50,000+ users)

- Lifted **NPS from 52 to 70** and cut escalations **35%**, measured by quarterly surveys and ticket volume, by running customer discovery and RCA
- Doubled **referral rate from 4-5% to 10%**, measured by referral attribution, by revamping the complete mobile app UI and UX end to end
- Surfaced **actionable funnel patterns** across web and app, measured by sprint decision speed, by building GA4 and Mixpanel dashboards

PROJECTS

- **Aura OS**: Multi-LLM AI operating system published on npm as sole developer; built end to end from scratch
- **Research Paper Agent Skills**: Three agent skills installable via one npx command; runtime neutral across 50+ AI agents including Claude Code, Cursor, and OpenCode
- **AI Interviewer Baby Boss**: Voice-to-voice AI interview simulator with real-time captions and PM skill scoring; built solo with TypeScript and Web Speech API

SKILLS

Product: PRD writing, product discovery, roadmap, user stories, A/B testing, success metrics, customer interviews, user journey mapping, GTM strategy

Analytics & Data: Mixpanel, Google Analytics, GA4, Amplitude, SQL, funnel analysis, cohort analysis, dashboard building, KPI definition

Design & Tools: Figma, Whimsical, Jira, Confluence, Notion, GitHub, Postman, Claude Code, Antigravity

Technical: APIs, RAG, AI agents, multi-LLM orchestration, LangGraph, iOS attribution, system architecture, JavaScript, Python

EDUCATION

SRM Institute of Science and Technology

Bachelor of Computer Applications in Computer Science | 8.5 CGPA

Recognition: All India Rank 1, National Product Challenge | Top Fellow, Next Leap PM Fellowship (Cohort 33) | Winner, Product Design Hackathon | Published Aura OS on npm