

AARAV MEHTA

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PROFESSIONAL SUMMARY

Data-driven Senior Product Manager with over 8 years of experience building scalable fintech and e-commerce platforms. Proven track record of leading cross-functional teams to deliver high-impact consumer products. Adept at balancing strategic vision with rigorous execution, driving significant improvements in user activation, retention, and revenue growth. Strong technical foundation combined with a deep understanding of user psychology and market dynamics.

EXPERIENCE

Razorpay, Bengaluru, India

Oct 2022 – Present

Senior Product Manager, Payments Core

- Led the conceptualisation and launch of a new merchant onboarding flow, reducing drop-off by 18 percent and accelerating time-to-first-transaction by 24 hours.
- Spearheaded a cross-functional team of 14 engineers, designers, and analysts to rebuild the checkout architecture, improving success rates by 4.2% across tier-2 cities.
- Developed and executed the product roadmap for recurring payments (subscriptions), resulting in a 35% YoY increase in processing volume.
- Instituted a rigorous A/B testing framework, running over 50 experiments per quarter to optimise conversion funnels.

Flipkart, Bengaluru, India

Jun 2018 – Sep 2022

Product Manager, User Growth (Jan 2020 – Sep 2022)

- Drove the "Flipkart Plus" loyalty program expansion, improving user activation by 31 percent within the first 30 days of membership.
- Designed a gamified referral system that acquired 2M+ new transacting users within 6 months, reducing CAC by 22% compared to paid channels.
- Collaborated with data science to implement a predictive churn model, enabling targeted interventions that retained \$15M in annualised GMV.

Associate Product Manager (Jun 2018 – Dec 2019)

- Managed the post-order experience squad, reducing customer support tickets related to order tracking by 15% through proactive push notifications.
- Conducted extensive user research in tier-3 markets to inform the launch of a simplified vernacular UI.

EDUCATION

Indian Institute of Technology (IIT) Bombay, Mumbai, India

2014 – 2018

Bachelor of Technology in Computer Science and Engineering

CGPA: 8.9/10.0

SKILLS

Product Management:	Product Strategy, Roadmap Planning, Agile/Scrum, A/B Testing, User Research, Wireframing, Go-to-Market Strategy
Analytics & Tools:	SQL, Mixpanel, Amplitude, Google Analytics, Tableau, Jira, Figma, Metabase
Domain Expertise:	Fintech (Payments, Subscriptions), E-commerce (Growth, Loyalty, Checkout), B2B SaaS

PROJECTS

FinTrack - Personal Finance App

2021

Built and launched an independent side-project app for automated expense categorization using SMS parsing. Achieved 10,000+ downloads on the Play Store with a 4.6 rating before sunseting to focus on core career.

AWARDS & ACHIEVEMENTS

- **Razorpay "Impact Award" (2023):** Recognised for outstanding contribution to the core payments infrastructure.
- **Flipkart "Spotlight Award" (2021):** Awarded for the successful scale-up of the Flipkart Plus referral program.
- **Hackathon Winner (2017):** 1st place among 50+ teams at IIT Bombay Techfest for developing an offline peer-to-peer messaging protocol.