ASHWIN BARANWAL

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Education

Indian Institute Of Management (IIM), Sirmaur – Master Of Business Administration (MBA) May 2025
Banaras Hindu University (BHU), Varanasi – Bachelor of Commerce (Finance) Jul 2023
(AIR 382 out of 4 lac applicants)

Work Experience

YourDOST - Product Manager Mar 2026 - Present

- **Increased average session CSAT score by 14% across 15,000+ monthly sessions** by deploying a context-synthesising AI agent; orchestrated previous transcripts, therapy reports, and user activity into 100-word summaries to eliminate repetitive intake questions, build empathy, and save ~5 minutes of session prep time.
- **Saved ~INR 10 Lacs annually and cut course creation time from 3 days to <1 hour** by building a proprietary LMS via agentic coding workflows with SSO token-based auth and multi-tenant routing for personalized course recommendations, replacing Learnyst (a third-party SaaS).
- **Increased activation by 37% and Week-4 retention by 24%** for MindGym by implementing cohort-based routing across 12 user personas; deployed distinctly A/B-tested drip journeys for each segment and optimized core in-app game UX.

Badho (B2B Marketplace) - Associate Product Manager, Seller App & Automation May 2025 - Feb 2026

- **Increased DAU from 10k to 13k+** by driving the Badho Seller App revamp; redesigned the "My Home" dashboard to enhance navigation, feature discoverability, and establish scalable UI templates for future rollouts.
- **Reduced telecaller dependency and support tickets by 28%** by conceptualizing and launching the Supply Knowledge Center, an in-app, video-led help hub that elevated the seller support and onboarding experience.
- **Achieved a 4% jump in order fulfillment rates** by creating the Seller Reports Dashboard, a live analytics module tracking SKU performance and sales trends to improve distributor forecasting and reduce stock-outs.
- **Scaled active vehicles to 2,000+ in 3 weeks and saved 20+ manual hours/week** by owning the Badho × WheelsEye integration for in-app GPS delivery tracking, and building cross-platform, cross-database user activation automations via N8N workflows to completely eliminate human entry errors during onboarding.

Alt Mobility (EV Tech) - Product Intern, Onboarding & Payments Apr 2024 - Jun 2024

- **Increased DAU by 7% and Avg. Session Time by 23s** by launching "Daily Bachat," an IoT-driven savings notification paired with an EV vs. Diesel running cost calculator; successfully leveraged this high-frequency habit to boost engagement on low-interest alerts like vehicle service reminders and important fleet updates.

Skills

- **Product Management:** Product Roadmap Development, Metrics Definition & Tracking, Data Analysis, A/B Testing, User Research & Personas, Agile Methodologies, GTM Strategy, UX Optimization.
- **AI & Engineering:** Agentic AI & Autonomous Workflows, Prompt Engineering, Rapid MVP Deployment (Vorflux, OpenCode), CS Fundamentals - Databases & Client-Server Architecture, SQL, API Integrations.
- **Tools & Execution:** Process Automation (N8N, Zapier), Wireframing & Prototyping, Figma, JIRA, Miro.

Projects and Product Case Studies

- **Credit Card Discovery Tool** | Product Development + Build + Monetization Model | [Link] [Live Demo]
- **AirBnb Revamped** | Product Development + Build | [Link] [Live Demo]
- **WhatsApp Chatbot** | Product Development | [Link]