

# Himanshu Singh

Senior Product Manager, Gurgaon (India)

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## EDUCATION

Master of Business Administration (MBA), Marketing - Faculty of Management Studies (FMS Delhi), (2014 - 2016)

Bachelor of Engineering (BE), Computer Science - Netaji Subhas Institute of Technology (NSIT Delhi), (2010 - 2014)

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## SUMMARY

With over 5 years as a consumer-facing Product Manager, I've led the development of mobile and web products achieving 1M+ downloads and 500K+ daily active users (DAU). Expertise in product, design, and business strategy, I thrive in agile environments, delivering innovative solutions and fostering team success.

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## EMPLOYMENT HISTORY

**CosmoFeed (Creator Economy Startup), Senior Product Manager & Core Team, Gurgaon (India), Apr 2022 - Present**

- Led major UX changes to products like Locked Message and Paid Group, resulting in 30% increase in Creator retention rates.
- Successfully launched new products, including SuperProfile, Payment Pages, and Affiliate Product, which resulted in a 10x increase in GMV within 1 year, and improved customer acquisition by 15x.
- Implemented an advanced analytics and retention platform that resulted in a 40% increase in user engagement and a 30% increase in customer retention for all products.
- Implemented automated on-boarding communications and personalized user experiences for SuperProfile tool, resulting in a 300% increase in user retention.
- Spearheaded the successful management of multiple departments, including Data Analytics, Product Marketing, and Product Communications, resulting in increase in productivity and efficiency.

**Gradeup (Byju's ExamPrep - Edutech), Associate Product Manager, Noida (India), Jun 2019 - Nov 2019**

- Served as the owner of Gradeup website, responsible for end-to-end product management, resulting in a 25% increase in user engagement.
- Achieved a 30% increase in customer acquisition through the implementation of web push notifications and improvements in sign-up processes such as YOLO and Smart Lock.
- Conducted significant UX and SEO improvements for top landing pages, resulting in a 40% increase in organic search rankings and a 20% increase in customer satisfaction.
- Improved daily active users (DAU) by 12% through strategic product activation and retention strategies, resulting in a 25% increase in customer loyalty and a 15% increase in revenue per user.

**ConduiraOnline (Edutech), Product Manager, Hyderabad (India), Jul 2018 - May 2019**

- Owner of LivePrep and Programming Hub, responsible for end-to-end product management of both products.
- Successfully launched two programs on LivePrep, CAT and GRE, with a focus on Progressive Web App and Mobile App development, resulting in a 30% increase in customer acquisition.
- Owned the user flows for new products, Programming Hub and LivePrep, to optimize navigation and enhance user experience.
- Led the design efforts for the Task Dashboard product, ensuring a user-friendly interface and efficient task management.
- Led a team of 4 back-end developers, 3 front-end developers, 2 UX/UI designers, and 1 data scientist, introducing Gamification & Live Quizzes to increase user engagement by 61% and resulting in higher retention.

**ANS Commerce (Flipkart - eCommerce), Product Manager, Delhi (India), Jul 2017 – Jun 2018**

- Led a team of 3 developers and 2 UI designers to build and launch ANS Commerce's own Order Management System, providing a personalized and flexible solution for Order Processing while removing dependency.
- Spearheaded the frontend design requirements of websites for clients, ensuring visually appealing and user-friendly web experiences.
- Collaborated with cross-functional teams to gather client requirements and translate them into effective design solutions.
- Built and launched Cash Back and Tracking Modules on the Front-End to improve user retention.
- Built and launched an in-house Warehouse Management System to help scale client's warehouse operations.

**Positive Moves Consulting (Executive Search), Consultant, Gurgaon (India), Apr 2016 – Nov 2016**

- Managed and worked with key retail clients and a major payment service provider in the Middle East region, ensuring their needs were met and objectives achieved.
- Led the improvement of the organization's ERP system through data management on both the business and accounts sides, resulting in streamlined processes and increased efficiency.

**MBA SUMMER INTERNSHIP - Shiksha (InfoEdge), Product Manager Intern, Noida (India), Apr 2015 – Jun 2015**

**Career Break - Covid, Health and WellBeing, Dec 2019 – Mar 2022**

**SKILLS & TOOLS**

|                      |                        |                  |
|----------------------|------------------------|------------------|
| Product Strategy     | Leadership             | MongoDB          |
| User Experience (UX) | Product Design         | SQL              |
| Product Management   | Data Analysis          | Figma            |
| Communication        | SaaS                   | Notion           |
| Team Management      | Stakeholder Management | Google Analytics |