

Sushant Kumar

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WORK EXPERIENCE

Associate Product Manager, DailyNinja, Bangalore

Dec 2017 - Present

DailyNinja is a subscription based hyperlocal platform to manage daily essentials like Milk, Bread & Eggs, Fruits and Vegetables and much more. Live in 6 cities with around 80,000 active customers.

- ❖ Joined as 1st Product Manager and I've been fortunate enough to be the part of the growth team. We have grown 5x in the last 15 months.
- ❖ Worked on improving the key business metrics - Non-milk customers, Avg Ticket Size & Take rate using WebEngage & Mixpanel by making use of segmentation & personalisation.
- ❖ Improved the onboarding experience which increased the new customer conversion by 23%
- ❖ Built the complete post-paid model which reduced the friction of customer onboarding and increased the online collection by 56%.

Co-founder & CEO, InternStreet, Bangalore

July 2016 - Oct 2017

InternStreet provides online courses in Tech, Design & Marketing with 1-on-1 mentorship from top industry experts.

- ❖ I led the Product Design, Strategy, and Marketing efforts of InternStreet. Built a team of 12 people with peak revenue of INR 1.2 Lakh per month.
- ❖ Worked on Content Marketing, SEO and Growth hacks which increased the student leads by 350% and eventually company's revenue by 71%.
- ❖ Constantly involved in talking to the customers and taking the data-driven approach to design new features which increased our course completion ratio by 90%.

Tech Lead, Fashionove, Kolkata

June 2015 - Apr 2016

Fashionove is India's first hyper-local Fashion Search and Review portal. Users can Discover Fashion Stores, Fashion Boutiques, and Tailors around them at a single touch.

- ❖ Worked directly with the founders and led the technical team to build the product from scratch.
- ❖ Owned the Product Design of both web and mobile.
- ❖ Launched Fashionove for business and worked with Sales and Marketing team to increase the overall revenue by around 40%.

PROJECTS

Freelance Designer and Developer

May 2014-Jun 2016

- ❖ Bring8 (<http://bring8.com>) - UI/UX Design and Front-end Development
- ❖ Karnival (<http://karnival.co>) - Product Design (UI/UX)

SKILLS

- ❖ **Skills:** Product Design, Strategy, Product Development, Wireframing, Prototyping, A/B Testing, Customer Lifecycle Marketing, Data-driven Decision Making, Product Analytics
- ❖ **Technical:** Web Design & Development - HTML, CSS, JS, PHP, Laravel 5.1, Database - MySQL
- ❖ **Tools:** Balsamiq, Invision, WebEngage, Mixpanel, Google Analytics, Hotjar, Firebase, Adobe Photoshop

EDUCATION

West Bengal University of Technology, Kolkata

May 2015

B.Tech in Computer Science and Engineering (CGPA: 8.2)

EXTRA-CURRICULAR ACTIVITIES

- ❖ **Lead Organizer** and **Web Designer Prayas '13**, Intra- college Technovent of our college.
- ❖ Managed and Coordinated the coding events at **Celsius '13**, Tech fest of our college.