



Darshak Bhatt

Senior Product Manager

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Professional Summary

Senior Product Manager with 10+ years driving **AI-enabled innovation, product strategy, and cross-functional execution** across B2B and B2C ecosystems. Expert in **product vision, roadmap ownership, experimentation frameworks, and data-driven decision-making**, delivering **\$21M+ revenue impact** through scalable AI solutions, CRO initiatives, and customer lifecycle optimization. Adept at **market analysis, feature prioritization, and GTM strategy**, translating insights into measurable business outcomes. Recognized for **strategic thinking, stakeholder influence, and collaborative leadership**, blending technical fluency with user-centric design to build impactful, high-growth digital products.

Work Experience

SENIOR PRODUCT MANAGER

Testsigma Technologies Inc | Bengaluru | March 2026 - Present

- Launched Element Recorder and Step Recorder for Windows desktop apps to enable no-code element capture and step authoring for enterprises.
- Leading AI-first initiatives for Testsigma's agentic quality-intelligence platform, shaping roadmap, user journeys, and workflows for autonomous test planning, execution, and insights.
- Addressed critical customer issues for US-based enterprise clients, clearing a 110+ bugs in Jira backlog while implementing SLA-driven prioritization and an executive dashboard for real-time stakeholder visibility.

SENIOR AI PRODUCT MANAGER - FREELANCE CONSULTANT

Jeeva - Involve.AI | Pune | Oct 2025 - Jan 2026

- Launched Outbound AI within SLG workspace to enable outbound campaigns enabling — **60% adoption in one month**.
- Built Agentic workflow to deliver smarter ICP — **delivering 100,000 leads list in two months, with 25% increase in lead to opportunity conversion**.
- Led ARPU growth by UX optimizations for PLG customers by optimizing onboarding flow and pricing plans — **delivered \$450,000 in booked revenue**.
- Orchestrated **Data Integrity & Idempotency Framework** by implementing Source Priority Matrix for Outbound and Agentic ICP lead modules.

SENIOR PRODUCT MANAGER

ZiniosEdge Software Technologies Pvt. Ltd. | Bengaluru | May 2022 - Oct 2025

- For a US based legacy e-Commerce platform — **delivered over \$21M in revenue by data driven conversion optimization in 3 years**.
- Launched **AI-powered in-site search** — generated **\$4M+ incremental revenue** and **+12% mobile conversion**.
- Defined product strategy and roadmap for subscription product offerings — **delivering 40% increase in CLTV**.
- Led product lifecycle from discovery to launch for **Shopify** migration: created product requirements, prioritized features, managed sprints, and executed GTM and ran A/B tests — **achieved 19% conversion uplift**.
- Owned KPI/OKR and reduced tracking delta by 30%, that improved hypothesis driven experimentation by 40%.

PRODUCT MANAGER

Dhani Services Ltd (Indiabulls Group) | Mumbai | January 2022 – May 2022

- Delivered UX redesign roadmap optimizing user journey delivering **15% conversion uplift, and reduced bounce rate by 30%**.
- Owned **product roadmap and discovery** for B2B onboarding; created PRDs, prioritized backlog, managed agile delivery.
- Led **go-to-market (GTM)** execution for category expansion with **14% CTR** in pilot campaigns.

PRODUCT MANAGER

Vrozart Group | Gurgaon | December 2020 – January 2022

- Secured \$100K seed funding for two startups in 3 months by leading product development at Vrozart Future Incubators.
- Defined **product strategy and roadmap** Vrozart Health's services expansion — **achieved \$110K revenue growth within 6 months**.
- Awarded the **2021 Indian Achiever's Award** by the Government of India's Startup Initiative for outstanding contributions in the tech and health space.
- Established **structured stakeholder management cadence**, aligning leadership on business projections, KPIs, and release milestones.

CO-FOUNDER (PRODUCT)

Super Parent App - Inversa Technosoft | Bengaluru | March 2019 – December 2020

- Led Super Parent App from **concept to launch**, executing a phased release strategy.

- Partnered with a leading bank for in-app child wallet, driving a 36% user subscription rate.
- Reduced user churn by 23% through A/B testing and conducted cross-border trials to improve app features and scalability via feedback loops.
- **Secured technology incubation from a leading VC**, validating product-market fit and innovation potential.

PRODUCT MARKETING MANAGER

Auxesis Group | Mumbai | September 2018 – March 2019

- Owned **product marketing roadmap** for blockchain-based projects, translating technical specs into user stories and GTM assets.
- Built a **45,000+ member digital community for ICO launch**, increasing brand awareness and engagement
- Conducted **data-driven analysis** of user engagement and behavioral metrics, identifying key levers that improved **community activation by 24%**.
- Partnered with engineering and design to align **product positioning, release timelines, and launch content** — improving adoption by 15%.

ASSOCIATE PRODUCT MARKETING MANAGER

Comezzo Marketing Tech Pvt. Ltd. | Bengaluru | August 2017 – September 2018

- Defined product roadmap and led product development of Towards.AI with Hotify AI, orchestrating **value exchange partnerships worth \$2 million**.
- Trailblazed influencer marketing adoption in real estate for leading developers, **achieving 140%+ ROI on booked deal amount**.
- Conducted **competitive benchmarking and user research** to identify high-impact opportunities, guiding feature prioritization and positioning strategy.

Co-FOUNDER

Viazene LLP | Mumbai | March 2015 – June 2017

- Founded and led **Viazene**, a women-exclusive lifestyle shopping and services app, owning the **end-to-end product lifecycle**
- Conducted **user research and usability testing** to identify personalization gaps, leading to the launch of **“Make My Match”**, a recommendation feature that achieved **78% user acceptance**.
- Developed and pitched the **go-to-market (GTM) and growth strategy**, securing **\$10K in angel investment** to accelerate product development and scaling.

Skills

Product Management: Product Strategy, Product Vision, Product Roadmap, Product Lifecycle Management, PRD & User Stories, Feature Prioritization (RICE, MoSCoW), Market & Competitive Analysis, User Research, UX Optimization, Experimentation & A/B Testing, Go-to-Market (GTM) Execution, Conversion Rate Optimization (CRO), Product-Market Fit, UAT, Wireframing, Prototyping & Mockup, Usability Testing, A/B Testing, Agile (Scrum/Kanban), CRM & ERP integration, Sprint Planning, Backlog Prioritization, Release Management, Process Optimization, Technical Acumen, Digital Transformation, Product Led Growth.

AI & Innovation: Agentic Workflows and AI Automation, AI Product Management, AI-driven Personalization, Low-Code/No-code Orchestration, Context and Prompt engineering.

Data Analytics & Insights: Data-driven Decision, Heatmap Analysis, User Session Analysis, Dashboard & Report building, OKR & KPI Tracking, Cohort Analysis.

Leadership & Collaboration: Strategic Thinking, Cross-functional Leadership, Stakeholder Management, Communication & Influence, Conflict Resolution, Decision-Making under Ambiguity, Team Mentorship, Empathy-driven Leadership

Projects

- [Intraday ORB Trading Strategy](#) - Leveraging n8n + OpenAI + Upstox API and functions, built ORB trading strategy.
- [LinkedIn Post Automation](#) - AI-driven workflow automation for LinkedIn posting with human-in-the-loop for QC.
- [LearninGPT](#) - Conversational Upskilling Platform with actionable add-ons. [Mini PRD](#) contains JTBD + Research + UI Demo.
- [Hiring Flow](#) - B2B HR Tech [WebApp](#) with AI assisted job posting, AI scoring to eliminate hiring biases and AI Interview pipeline with bulk actions.
- [Chitta Dhyana](#) - Shopify Store cultivating mindfulness via e-Pujas, Astrology services and related products.
- [CliQUE](#) - Housewives Community Project - Demonstrating zero to one product building.
- [Trader's Terminal](#) - YouTube tutorial channel for Equity Trading.
- Product Design projects - [Lo-fi Website Redesign](#) - showcasing Balsamiq skills.. [Hi-fi Website Redesign](#) - showcasing Figma skills

Certifications

Vanderbilt University's Agentic AI & AI Agents	Duke University's Machine Learning Foundations for Product Managers
Google Data Analytics Professional Certificate, Coursera	Google Digital Marketing & E-commerce Professional Certificate, Coursera
Google UX Design Professional Certificate, Coursera	Google Analytics Certification
Google Project Management Professional Certificate, Coursera	NSE Certified Market Professional- Level 3, NISM

Education

- K.J Somaiya College of Engineering (KJSCE) - *EXTC Engineering dropout*
 - ◆ *CGPA of 8.5 in the Third Semester. Dropped out in the Fourth Semester to pursue my startup - Viazene.*
- SVKM's Chauhan Institute of Science (Mithibai College) - HSC in Science - 78.33%
- Jamnabai Narsee School - ICSE Board - 90%