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

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

- Built an EV vs Diesel Vehicle (ICE) running cost calculator using primary/secondary research. Launched **Daily Bachat**, a daily savings notification powered by IoT odometer data, which **increased DAU by 7%** and **Avg. Session Time by 23s**. **Boosted engagement on low-interest alerts** (e.g., service reminders) through this high-frequency habit.
- Worked on the Vehicle delivery PDI App - defined core user flow and UI with fail-pass loop logic. **Increased process efficiency by 3X**.
- **Wrote multiple product documents** (PRDs, FRDs, walkthroughs, user flow logic) across modules to ensure alignment across design, dev, and ops.
- Competitive Research on UI/UX of 15+ delivery-partner apps to improve Alt's Onboarding Experience.
- Delivered a detailed market research on EV leasing: **Mapped Competitors, Tech(e.g., charging infra, IOTs, etc.) and User Personas**; **Presented recommendations to leadership**.

GoPllay (Sports Tech) - Product Intern   Dec 2023 - Jan 2024

- **User Research** revealed a privacy concern with sharing phone numbers for in-app profile look-up.
- Replaced phone numbers with a shareable, **UID as the primary user key** for in-app searches.
- We took the feature **live within 5 days (Development to Prod!)**
- Established the feature **success metric** - number of **User-Search API hits** using the new UID.
- Post release analytics showed an **increase of 19%** in the User-Search API hits over 30 days of release, out of which **35 percent used UID → better engagement, UX and a sense of security amongst users!**

Skills

- **Product Management:** Product Roadmap Development, Metrics Definition & Tracking, Data Analysis, A/B Testing, Wireframing & Prototyping, User Research & Persona Development, Agile Methodologies.
- **Technical:** Cursor, Prompt Engineering, CS Fundamentals – APIs, Databases, Client-Server Architecture, SQL.
- **Tools & Hacks:** Vibecoding for rapid MVPs, Agentic AI & Autonomous Workflows, JIRA, Figma, Miro.

Projects and Product Case Studies

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