

# ASHWIN BARANWAL

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## Education

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

## Work Experience

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Badho (B2B Marketplace) - Associate Product Manager, Seller App & Automation	May 2025 - Present
<ul style="list-style-type: none"><li>• Spearheaded the revamp of the Badho Seller App (10,000+ DAU), enhancing navigation, feature discoverability, and content structure through the redesigned “My Home” dashboard, <b>driving DAU from 10,000 to 13000+</b>, while also established a template for new features to come in future for <b>maximising their discovery</b>.</li><li>• Conceived and launched the Supply Knowledge Center, an in-app, video-led help hub for sellers; <b>reducing telecaller dependency and support tickets by 28%</b>.</li><li>• Owned and shipped the Badho × Wheelseye integration, enabling GPS tracking for delivery vehicles within the App; adoption scaled to <b>2,000+ active vehicles in 3 weeks</b>, improving operational visibility and retention.</li><li>• Designed and launched Seller Reports, a live analytics module used by sellers to track SKU performance, pricing deltas, and sales trends, improving data-driven decision-making for inventory forecasting at the distributor level, which <b>led to 4% jump in order fulfillment rates</b>.</li><li>• Built multiple automations using N8N workflows and cron jobs involving cross-platform and cross-database syncs. "Wheelseye User Activation" automation <b>saves 20+ man-hours per week</b></li></ul>	
Alt Mobility (EV Tech) - Product Intern, Onboarding & Payments	
Apr 2024 - Jun 2024	
<ul style="list-style-type: none"><li>• Built an EV vs Diesel Vehicle (ICE) running cost calculator. Launched <b>Daily Bachat</b>, a daily savings notification powered by IoT odometer data, which <b>increased DAU by 7% and Avg. Session Time by 23s. Boosted engagement on low-interest alerts</b> (e.g., service reminders) through this high-frequency habit.</li><li>• Vehicle PDI App - redefined core user flow and UX (fail-pass loop logic). <b>Shot up process efficiency by 3X</b>.</li><li>• <b>Wrote multiple PRDs, FRDs, walkthroughs, and user flow logic</b> which ensured alignment across teams.</li></ul>	

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GoPlay (Sports Tech) - Product Intern	Dec 2023 - Jan 2024
<ul style="list-style-type: none"><li>• Conducted user research that revealed privacy concerns around phone-number-based profile look-ups; replaced numbers with a shareable <b>UID as the primary user key</b>, launched the feature in <b>5 days!</b></li><li>• Post-launch analytics showed a <b>19% increase</b> in User-Search API hits within 30 days, with <b>35% of searches using UID</b>, improving engagement, UX, and user sense of security.</li></ul>	
Skills	

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- **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 – Databases, Client-Server Architecture, SQL.
- **Tools & Hacks:** Vibecoding for rapid MVPs, Agentic AI & Autonomous Workflows, JIRA, Figma, Miro.

## Projects and Product Case Studies

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- **Credit Card Discovery Tool** | Product Development + Build + Monetization Model | [\[Link\]](#) [\[Live Demo\]](#)
- **AirBnb Revamped** | Product Development + Build | [\[Link\]](#) [\[Live Demo\]](#)
- **WhatsApp Chatbot** | Product Development | [\[Link\]](#)
- **Lenskart** | Product Teardown | [\[Link\]](#)