

Chandan K R

Bengaluru | +918123851904 | chandan.krishna.rukmani@gmail.com | [LinkedIn](#) | [Portfolio](#)

SUMMARY

Aspiring Product Manager with 3+ years of experience as a Software Developer, leading the development of scalable products in customer relationship management, enterprise resource planning, B2B SaaS and public sector applications. Certified in Product Management, with strong expertise in product discovery, user research, and data-driven decision-making using metrics, funnel analysis, cohort analysis, and experimentation. Delivered 25% conversion uplift and 15% retention gains through data-driven prioritisation and cross-functional collaboration.

WORK EXPERIENCE

Software Developer

Kido Education Private Limited

June 2024 – Present

Bengaluru

- **Led end-to-end product development** of 4 core CRM modules, **improving operational efficiency by 35%** by driving requirement discovery, stakeholder alignment, prioritisation (RICE), and cross-functional execution across engineering, design, and business teams.
- **Digitised the enrolment journey**, increasing lead-to-enrolment conversion by **25%** by replacing manual workflows with a **fully integrated digital funnel**, including legacy system integration and real-time data sync.
- **Built and launched a reporting & analytics module**, reducing decision-making time for leadership by **40%** by introducing **customisable dashboards, KPI tracking, and self-serve analytics** aligned with business OKRs.
- **Delivered 95% of roadmap features**, increasing platform performance by **30%**, by collaborating with product managers on **feature scoping, trade-offs, and iterative releases**.
- **Reduced development cycle time by 20%**, accelerating time-to-market, by introducing **Agile rituals, sprint planning frameworks, and structured SDLC processes**.

Junior Software Developer

Xmplar Management Solutions

August 2022 – February 2024

Bengaluru

- **Led development** of a tenant-facing email notification platform with configurable workflows and RESTful APIs, reducing email processing time by **20%** and **enabling scalable, reliable communication** across integrated client applications.
- **Led development** of scalable backend APIs using Spring Boot, improving data processing efficiency by **20%** and **enabling faster rollout of product features** and third-party integrations, **reducing time-to-market** for new capabilities.
- **Drove end-to-end UI revamp** of a public-facing application by identifying usability gaps and implementing user-centric design improvements, increasing user engagement by **15%** and **enhancing overall product experience**.
- **Improved product reliability** by increasing system stability by **25%** through **prioritisation of high-impact bug fixes**, performance optimisation, and infrastructure enhancements, significantly **reducing user-facing issues and improving retention signals**.

PROJECTS

Nykaa Fashion – Monetising Browsing Intent

[Live Demo](#)

- **Identified major conversion gap** with 60 to 70 percent of sessions ending without purchase and only 20 to 25 percent conversion, **isolating low decision confidence** as the primary bottleneck.
- **Conducted user research revealing key friction points** including 26.3 percent fit and quality anxiety, 57.9 percent post-purchase regret, and 26.3 percent reliance on external validation before purchase decisions.
- **Performed funnel analysis** on 200 users, identifying largest drop from product view to add to cart at 38 percent, and used **cohort analysis** to highlight higher **RPU** contribution from confident buyers.
- **Designed and prioritised solutions** such as decision simplification and outfit bundling using **RICE**, targeting **increase in RPU** by 40 to 60 percent, conversion improvement from 29 percent to 38 to 45 percent, and **AOV uplift** by 25 to 30 percent.

Blinkit – Essentials Subscription Strategy

[Live Demo](#)

- **Conducted 13 user interviews** to uncover key friction in quick commerce including frequent reorder lapses, delivery fee sensitivity, and low trust in automation, reframing the problem as repetition without reliability.
- **Designed** a subscription-led strategy targeting improvements in repeat purchase rate, retention, and LTV by **reducing emergency orders** and aligning deliveries with real consumption frequency
- **Built a phased roadmap** across adoption, retention, and operational depth, prioritising high-impact features such as flexible subscriptions and multi-frequency planning **to drive early adoption and long-term engagement**

- **Defined North Star** as percentage of essentials GMV via subscription and established adoption, retention, and business impact metrics to track **improvements in conversion, demand predictability, and repeat purchases**

Zomato – Improving Food Ordering Engagement

Live Demo

- **Analysed 13,779 user sessions** to identify funnel drop-offs, with the largest friction at menu to cart stage showing an 18 percent drop due to decision overload and pricing uncertainty
- **Conducted cohort analysis** across 12 months showing strong initial activation of 50 to 60 percent but retention plateauing at 45 to 50 percent after first order
- **Defined North Star metric** as percentage of monthly active users placing at least two orders per week with high delivery ratings, targeting growth from 25 percent to 40 percent alongside **increasing orders per user** from 1.2 to 1.8
- **Proposed product interventions** including contextual personalisation, one-tap decision flows, pricing transparency, and real-time delivery updates, targeting improvement in **conversion rates by 15 to 20 percent and retention uplift to 65 percent**

SKILLS

Product: Product Discovery, Product Metrics, Product Strategy, Product Analysis, User Research, Market Research, Funnel Analysis, Cohort Analysis, A/B Testing, AARRR Framework, Google Analytics, Wireframe and AI Prototype

Technical: GIT, Java, MERN, PostgreSQL, Spring Boot, System Design, Vibe Coding

Soft Skills: Analytical Thinking, Cross Functional Collaboration, Decision Making, Structured Problem Solving, Stakeholder Communication, Storytelling, Strategic Thinking

CERTIFICATIONS

AI-First Product Management

Airtribe

March 2026

EDUCATION

Bachelor of Engineering in Information Science

VEMANA INSTITUTE OF TECHNOLOGY

September 2018 – June 2022