

Ishu Saini

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Product Manager & UX Designer with 6+ years of experience across EdTech and SaaS, **owning products from 0→1 and scaling** through **AI-enabled workflows, UX-led strategy, and data-driven execution**. Experienced in driving the full product lifecycle - from discovery and strategy to launch, iteration, and optimization - delivering measurable business and user impact.

KEY ACHIEVEMENTS

- Contributed to MiM-Essay's **monthly revenue growth by 8X** through UX revamps and data-driven product optimization.
- Spearheaded **multiple 0→1 product launches and scaling initiatives**, including Kraya-AI (AI WhatsApp CRM), MentR-Me (EdTech platform), and an internal Sales CRM, owning each from concept and design to delivery.
- Reduced go-to-market time by 30%** by streamlining product workflows and aligning cross-functional teams and stakeholders.
- Promoted to Product Manager** within 15 days of receiving "Employee of the Month" for leadership and impact.
- Led **cross-functional teams of 15+ professionals** across product, design, QA, and engineering to deliver complex initiatives.

SKILLS

- Product Management:** Product Lifecycle Management | Product Strategy | Roadmap Planning | Agile & Scrum | Cross-Functional Team Leadership | Workflow Automation | Go-to-Market(GTM) Strategy | Backlog Grooming | Sprint Planning
- Design & Research:** UI/UX Design | Wireframing | Prototyping | Visual & Interaction Design | Design Systems | User Research | Usability Testing | A/B Testing | Accessibility | UX Writing | Graphic Design
- Tools & Technologies:** Figma | Adobe XD | WordPress | HTML/CSS | MySQL | Jira | Trello | Amplitude | Microsoft Clarity | Notion
- AI & Automation:** AI-Driven Automation | Prompt Engineering | AI Agents | Chatbot Workflows | Generative AI
- Testing & Analytics:** UI Testing | Manual Testing | QA Sign-off | Release Coordination | Product Analytics | Data Analysis | Conversion Rate Optimization | User Behaviour Analysis

WORK EXPERIENCE

Freelance Product Manager & Designer	Feb 2025 - Present
• Led end-to-end product analysis and discovery engagements for early-stage and local businesses, including market research, UX audits, competitive analysis, and prioritised recommendations with execution roadmaps.	
• Delivered a comprehensive product evaluation and improvement plan for a B2B SaaS platform, identifying UX gaps and feature and pricing benchmarks, documented in a detailed report and supported via decks and Loom walkthroughs.	
• Conducted usability testing and workflow analysis across multiple products, identifying UX gaps and proposing design and product improvements aligned with business goals.	
• Built AI-powered workflow automation to handle customer replies, conversational lead qualification, and support responses, improving response consistency and reducing manual effort for local businesses.	
• Designed brand identities and visual assets for local businesses, including logos, business cards, letterheads, and custom wedding invitations.	
 MiM-Essay	 Sep 2019 - Jan 2025
Product Manager & Designer	Jan 2023 - Jan 2025
• Managed 5+ end-to-end product initiatives across EdTech and SaaS, owning the full product lifecycle from discovery and requirement definition to UI/UX design, agile development, QA, launch and iteration - driving a 70% increase in user engagement and 30% faster release cycles .	
• Owned product roadmaps, backlog prioritization, and agile team ceremonies (stand-ups, sprint planning, retrospectives) for cross-functional teams of 15+, ensuring 95% on-time delivery , improved team efficiency, and strong alignment with business and stakeholder goals.	
• Launched Kraya-AI from scratch , AI-powered WhatsApp CRM, owning product strategy, user journey mapping, prompt engineering, and go-to-market execution; built AI-agent based auto-reply and lead qualification workflows, with automated follow-ups as the most adopted feature - cutting manual effort by 50% , reducing response time by 50% , and increasing lead conversion by 25% .	
• Scaled the internal Sales CRM by integrating a WhatsApp CRM plugin with AI-driven auto-responses and real-time CRM data sync , embedding CRM lead context directly within WhatsApp; automated payment tracking and follow-up reminders - reducing	

overdue payments by **30%** and follow-up effort by **40%**.

- Owned product strategy and rollout of **GMAT Resources** on MentR-Me as a standalone paid offering, including tutorials, study plans, sectional and mock tests with **AI-assisted insights** - boosting user retention by **35%** and unlocking a new revenue stream.
- Delivered **10+ high-priority features** within 6-week product cycles using agile methodologies, enhancing team efficiency and accelerating time-to-market.
- Conducted in-depth **user research and product usage analysis** with Amplitude and Microsoft Clarity, driving **50+** feature updates that increased feature adoption by **40%** and reduced drop-offs by **20%**.
- **Owned QA strategy** and release management, designing end-to-end testing workflows and approval checkpoints, with final release sign-off authority - ensuring a **95%** on-time delivery rate; recruited and mentored QA and design hires to support product growth.
- Facilitated collaboration across Sales, Marketing, SEO, Operations, and Business teams, streamlining workflows and aligning **internal and external stakeholders** to reduce go-to-market time by **30%** and support feedback-driven iteration.

Senior Product Designer & QA Lead

Jan 2022 - Dec 2022

- **Owned design and QA for the in-house Sales CRM**, driving the end-to-end lead management flow, from lead capture and pipeline stages to conversion tracking, workflow automation, and full-funnel analytics - eliminating spreadsheet-based tracking (Google Sheets, Streak), enabling **85%** end-to-end lead traceability across the funnel, and improving team efficiency by **35%**.
- Centralized content operations through an **internal CMS** across MiM-Essay and MentR-Me, managing blogs, schools, and tools with built-in SEO validations - cutting content update time by **50%** and improving cross-team efficiency.
- Revamped MentR-Me's **UI/UX and user flows** based on usability audits and stakeholder feedback, boosting engagement by **23%** and improving conversion rates.
- **Built scalable design systems** and reusable Figma components for consistent, efficient UI/UX across products.
- Established end-to-end **QA frameworks and design processes**, streamlining development and testing workflows in JIRA to cut post-launch bugs by **40%**, accelerate release cycles by **30%**, and reduce project delays by **25%**.
- **Solely managed all testing and design** functions initially, then **hired and led a team** of 3 QA analysts and 2 designers from, achieving **95%** defect-free releases and strong alignment with business goals.

UI/UX Designer

Dec 2019 - Dec 2021

- **Led end-to-end UX design of MentR-Me from concept to launch**, covering user research, information architecture, wireframes, prototypes, and high-fidelity UI; resulting in **25%** signup-to-active-user conversion and **30%** early user retention.
- Designed key UX flows for MiM-Essay's **profile evaluator and client dashboard**, improving application tracking visibility and user clarity through usability testing and A/B experimentation, reducing drop-offs by **20%** and increasing engagement by **30%**.
- Executed **iterative testing and design refinements** across multiple features, increasing overall feature engagement by **40%**.
- Optimized WordPress-based websites for performance and SEO, achieving **50% faster load times** and improved discoverability.

UI/UX Design Intern

Sep 2019 - Nov 2019

- Designed multiple user flows and responsive UI screens for web and mobile platforms, improving usability and consistency.
- Conducted device-based usability testing and created visual assets for 4+ marketing channels to enhance engagement.

VOLUNTEER EXPERIENCE

- Led product planning and UX direction for **Mandscape**, a mental health clinic platform, owning the end-to-end appointment booking workflow and overall website user journey while guiding designers and developers through execution.
- Delivered the **Srinet Global School WordPress website** end-to-end within 12 days, independently owning strategy, information architecture, UX/UI design, content structure, and launch; also led school-wide branding and visual systems across books, brochures, ID cards, banners, and core collateral.

EDUCATION

Bachelor of Computer Applications | Indira Gandhi National Open University

July 2016 - July 2019

Diploma in Web Design and Development | NSIC Technical Services Centre, Delhi

July 2018 - July 2019