SHASHANK RUSTAGI

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Product Manager

Technical Product Manager with 3+ years of experience owning 0→1 and growth-stage products, driving user-centered strategy, execution, and measurable business outcomes. Built and monetized products end-to-end (ProfileCraft: 200+ users, +18pp onboarding lift, validated willingness-to-pay). At Dell, co-owned roadmap features for enterprise platforms serving 50K+ users and reduced support costs by 25% ($150K annually) through data-backed decisions and UX improvements. Hands-on with Excel, SQL, and Python for product analytics, funnel and cohort analysis, KPI tracking, and experimentation. Strong foundation in user research, UX design, prioritization, stakeholder alignment, and outcome-oriented product leadership.

Product Experience

Independent Product Builder *Jul 2025 – Present*
0→1 Product Development | Career & Productivity Tools

- Shipped and monetized 3 full-stack products from ideation to launch: WebinarHub Pro (creator monetization platform), Link Shortener Pro (10K+ links, real-time analytics), and resume optimization tools
- Conducted user research (20+ interviews) and competitive analysis to identify high-impact opportunities; made roadmap and scope decisions using RICE and value/effort trade-offs; analyzed activation and drop-offs using Excel and SQL
- Built and leveraged owned distribution (39K+ followers across X and LinkedIn) for rapid validation, early adoption, and 30% organic customer acquisition
- Designed and tested monetization strategies (subscription, one-time, tiered pricing); analyzed conversion and willingness-to-pay data to finalize pricing and GTM approach

Founder & Product Owner — ProfileCraft *Jan 2025 – Jul 2025*
0→1 SaaS Product | Resume Personalization Platform

- Owned product discovery and strategy end-to-end; conducted 30+ user interviews and competitive analysis to validate problem-solution fit; defined vision, roadmap, and GTM strategy; shipped MVP in 8 weeks
- Prioritized features from 20+ ideas using RICE and data-backed value/effort analysis; authored PRDs and user stories
- Improved onboarding completion from 45% to 63% (+18pp) using funnel analysis, cohort tracking, and A/B testing
- Defined North Star metric and KPIs; used Mixpanel, SQL, and Excel to track activation, retention, and conversion and guide prioritization decisions

Software Engineer II — Dell Technologies *Jul 2023 – Feb 2025*
Enterprise Platforms | 50K+ Internal Users

- Co-owned quarterly roadmap with Product Manager; translated business goals into scoped features and delivery plans with engineering and design
- Led 15+ usability testing sessions and UX research initiatives; influenced UX improvements reducing support tickets by 25% (~$150K annual savings) and improving user satisfaction scores
- Owned notification system redesign from problem framing to post-launch evaluation; defined success metrics and analyzed results showing 40% engagement improvement
- Used SQL, dashboards, and Python-based analysis to identify performance bottlenecks affecting 10K+ users; proposed caching solution improving response time by 60%

Graduate Intern — Dell Technologies *Jan 2023 – Jul 2023*
Agile Product Development

- Supported sprint planning and backlog grooming; performed root cause analysis on production issues, reducing error rates by 15%

Assistant Systems Engineer — Tata Consultancy Services *Jul 2019 – Oct 2020*
Enterprise Applications

- Collaborated with business analysts and stakeholders to gather requirements and support data-informed feature development

Product Management Skills

- **Product & Strategy:** Product strategy, product lifecycle management, 0→1 product development, PRD writing, roadmap planning, feature prioritization (RICE, MoSCoW), A/B testing, user research, Agile methodologies, cross-functional leadership, stakeholder management, market and competitive analysis, cloud-based products
- **Product Analytics & Data:** Mixpanel, Amplitude, Google Analytics 4, SQL (funnels, cohorts, KPIs), Excel (analysis and reporting), Power BI, Hotjar, FullStory, Segment, CleverTap; data-driven decision making and experimentation
- **UX Design:** User experience (UX) research and design, usability testing, user journey mapping, Figma, Miro, Sketch, Balsamiq, Whimsical; wireframing, user flows, rapid prototyping, design collaboration with UX teams
- **Project & Delivery Management:** Jira, Confluence, Asana, Trello, Notion; sprint planning, backlog grooming, roadmap execution, delivery tracking
- **Integrations & Platforms:** Razorpay, QuickBooks, Google OAuth, Video APIs, CRM integrations, Shopify APIs, Airtable APIs; API-driven product integrations and workflows
- **AI & Automation:** ChatGPT, Gemini, Claude, Grok, Perplexity, n8n; AI-assisted workflows, prompt-driven analysis, automation, and productivity use-cases

Education

M.Tech, Computer Science — IIIT Delhi *2021 – 2023*
B.Tech, Computer Science — GGSIPU Delhi *2015 – 2019*