

Krishna K

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Education

Indian Institute of Technology (IIT) Roorkee

Bachelor of Technology, Metallurgical & Materials Engg.

Jul 2017 – Apr 2021

Professional Experiences

ATLYS | Product Manager

Sep 2023 – Present

Project 1: Growth & Engagement:

- **Product Growth: Achieved 5x growth** in visa applications (transactions) by refining the product's value proposition to focus on the singular most desired benefit: 'on-time visa guarantee.'
 - Ingrained **trust** with the promise of a 100% money-back guarantee for delayed visas.
 - Realised **value** to the user by reinforcing the understanding that even a seamless user experience is irrelevant if the visa doesn't arrive on time.
 - Fueled the product's **virality** with the simplicity of a singular, memorable value proposition, easily shared through word of mouth.
- **Optimizations: Boosted multi-country application conversions by 127%** by streamlining the application flow to reduce cognitive load. Simplified decision-making by limiting additional country options to three, adding a 'closest to X(the country user is applying for)' tag, and re-designing the flow by removing unnecessary CTAs and copy.

Project 2: Funnel Optimization & Metrics:

- **Conversion: Increased application submission rates by 40%** by analyzing funnel metrics to identify the highest drop-off point and replacing the 'exact travel date' input with a 'flexible travel date' option in the application flow.
- **Funnel Improvement: Increased 'multiple applications per user' by 20%** by introducing group application features, which boosted conversions.
- **User Anxiety: Reduced anxiety-driven application tracking visits by 15%.**
 - Brought down anxious trackings by users with near-due or delayed visas by introducing enhanced transparency features and proactive notifications.

ANIMALL Technologies | Product Manager

Apr 2022 – Sep 2023

Project 1: Remote Animal Health Diagnostics Feature- *Built it from scratch.*

- **Adoption: Achieved 11x adoption growth** in six months by crafting a singular value proposition addressing the core user pain point—'Get your animal's health diagnosed by a doctor in 30 minutes'—and leveraging referral programs to build trust among non-transacted users.
- **Optimizations: Increased repeat rates by 2.6x and conversions by 1.4x** by introducing features allowing users to upload media directly from their device or share it via WhatsApp. - Requirement figured out through Usability Testing.
- **ARPU Growth: Increased ARPU by 3x** through the introduction of a multi-submission feature for discounted pricing in single flow.

Project 2: Animal Feed E-commerce:

- **Conversion: Tripled conversion rates from 0.6% to 1.8%** by introducing a product category feature, optimizing product listing order with data-driven insights, and enhancing search functionality.
- **AOV: Increased Average Order Value (AOV) by 27%** through smart bundling in product listings and data-driven, socially-proofed suggestions in the cart, such as 'n% of people who bought X also bought Y, Z, and K.'

Tasveer | Co-founder | Product Owner

Dec 2020 – Mar 2022

- **Bootstrapped Growth: Grew from zero to 10,000 MAUs**, with achieving a **3.2% conversion rate** of Top-of-Funnel traffic.
- **Increasing AOV: Increased AOV by 2.5x** by leveraging data-driven features such as trend-based sorting and smart defaults.
- **Revenue Growth: Achieved 30x growth** in monthly revenue through psychologically targeted UX changes and referral programs.
- Just before ceasing to operate in April 2022 due to operational and financial challenges, we made **Ramen profitable** for the month.

Tools & Tech: Figma, SQL, Hotjar, Amplitude, PostHog, Jira, Linear, Confluence, Git, Metabase, Grafana.

Honours

Quarterly Award of Best Product Innovator | ANIMALL Technologies

Oct 2022

- Led the development of an animal health diagnostics product from scratch, encompassing everything from its scientific foundation to productizing it as the first of its kind in the industry.

Extra-curricular & Personal

- Elected as **General Secretary** for Students' Wellness and Welfare under the Dean of Students' Welfare at IIT Roorkee.
- Love **trekking** in the Himalayas and **swimming**; currently learning beginner-level **Spanish**; meditates daily; a die-hard MS Dhoni fan.