

AADITYA JAIN

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PROFESSIONAL SUMMARY

Results-driven Product Manager with over 2 years of experience owning a fintech SaaS platform, successfully impacting 5,000+ listed companies. Demonstrated expertise in customer research, PRDs, and roadmap development, with a proven ability to launch AI features and optimize pricing strategies, achieving significant revenue growth.

EXPERIENCE

Associate Product Manager — Go India Advisors

Mumbai | Feb 2024 – Present

- **Monetization & Roadmap Strategy::** Spearheaded the Pro tier launch from concept to execution by authoring comprehensive PRDs and driving stakeholder alignment, yielding a 6x surge in retail Average Revenue Per User (ARPU) and capturing 40% of total self-serve subscription revenue
- **Pricing & Packaging Optimization:** Revamped the subscription model from a single-tier to a three-tier structure for B2C/B2B markets; leveraged willingness-to-pay research to optimize value propositions, increasing user conversion rates by 28%
- **B2B Go-to-Market Execution::** Established and executed the inaugural enterprise GTM strategy, acquiring 8 major enterprise accounts (fund houses, AIFs, listed brokerages) within 9 months and successfully scaling the net-new B2B segment to account for 30% of total company revenue
- **AI Feature Integration & Delivery::** AI Feature Integration & Delivery: Led the launch of two high-impact financial data integrations with top LLMs (Claude, ChatGPT), utilizing RICE prioritization; streamlined research workflows, shrinking report generation time from 8 hours to just 1 hour, and boosting user engagement by 45%.
- **Data-Driven Retention Analytics::** Data-Driven Retention Analytics: Leveraged funnel analytics to diagnose early-stage drop-offs, designing a targeted homepage journey for the core MCP Connector that reduced Time-to-Value (TTV) by 30% and boosted feature onboarding completions by 25%

UX Design Intern — Go India Advisors

Dec 2022 – Feb 2024

- **User Experience Design:** Spearheaded the development of the Equity Research Platform from concept to execution in Figma, crafting intuitive screeners, dashboards, and data views that transitioned into a revenue-generating product.

PROJECTS

Payout - AI Personal Finance Assistant 🔗

Figma , Claude , Anthropic API, Google form

Problem: The market is saturated with personal finance apps that offer limited AI-driven insights based on minimal context, failing to fully address user financial challenges.

Framework: Developed a comprehensive web application integrating salary and expense tracking, real-time credit card usage, and investment data aggregation through PAN-based account linking, coupled with UPI for seamless payments. Conducted user surveys to identify pain points and inform feature development.

Outcome: The application enables users to access personalized financial recommendations, such as budgeting strategies to save for purchases, and provides actionable nudges based on spending patterns. Prototypes were validated with users, receiving positive feedback for enhancing engagement and financial literacy.

ApplyOne : One Platform for all Central Govt. Job Exams 🔗

Figma , JotForms, Codex(Chatgpt)

Problem: India's government job application process is fragmented, with over 20 platforms requiring students to repeatedly fill the same data, causing inefficiencies and missed updates.

Framework: Developed ApplyOne, a unified platform that allows users to create a single profile for KYC verification, enabling streamlined access to multiple exams with just one application.

Outcome: Achieved an 80% reduction in time spent on tracking exams and filling forms, significantly simplifying the application process for approximately 10 million users annually.

User Digital Wellbeing App 🔗

Gemini , Google Studio , Figma , google form , Slides

Problem: Digital wellbeing tools quantify screen usage but overlook the reasons behind user behaviors, leading to inadequate self-awareness and insubstantial behavioral change. Existing market solutions merely act as timers and blockers, lacking personalized insights into usage patterns.

Framework: Executed comprehensive competitive analysis, generative user research, and a targeted go-to-market strategy to drive successful positioning.

Outcome: Empowered users with tailored insights that foster a deeper understanding of their digital habits, enhancing their ability to make meaningful changes to their screen time.

EXPERTISE

Tools/Platforms: Figma, Jira, Notion

AI Tools: Anthropic Claude API, ChatGPT, Claude, Gemini

EDUCATION

Oriental College of Technology, Bhopal Aug 2019 – May 2023

B.Tech in Information Technology

CERTIFICATIONS

AI Product Management Fellowship — Nextleap 2026