

ROHAN SINGH

Product Manager

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PROFESSIONAL SUMMARY

Results-driven Product Manager with 6 years of experience scaling SaaS and consumer-facing products in observability, test automation, task management, and travel-tech platforms. Skilled in requirements gathering, business process analysis, and stakeholder management, with a proven track record of increasing activation by 18% and driving feature adoption by 30%. Experienced conducting discovery interviews, gap analysis, and usability sessions across technical and non-technical personas to translate business needs into actionable product requirements. Skilled in end-to-end product lifecycle management, data-driven prioritization, and GTM strategy to deliver measurable business growth and improved user retention.

SKILLS

Product Management: Roadmapping | Feature Prioritization | Market and User Research | Product Discovery | Product Strategy | GTM Strategy | User Personas | Training | Documentation | User Story Creation | PRD Creation | Business Requirements Documentation (BRD)

Business Analysis: Requirements Gathering | Gap Analysis | Process Mapping | Stakeholder Analysis | Use Case Documentation | Acceptance Criteria Definition

Execution: Agile Delivery | Sprint Planning | Backlog Management | Stakeholder Communication and Management | Product Life Cycle Management | Cross functional Leadership | SaaS

Analytics: Product Analytics | Google Analytics | A/B Testing | Funnel Analysis | User Interviews | User Feedback Analysis

Technical: REST APIs | API Integrations | SQL | Selenium | Postman | Firebase

Tools: Jira | Confluence | Figma | Excel

EXPERIENCE

Rakuten India Private Limited
Product Manager

Bangalore, Karnataka
April 2022 - Present

Rakuten SixthSense (Observability Platform) | TAP (Test Automation Platform)

- Increased active user adoption by 30% by leading stakeholder requirements gathering and end-to-end development of role-based access control (RBAC), aligning engineering, design, and business teams to resolve enterprise access-control limitations blocking multi-team scalability.
- Improved user activation by 18% within 60 days by conducting funnel analysis and user interviews to diagnose onboarding drop-off, then closing the gaps identified through structured gap analysis.
- Defined requirements and led delivery of AI-powered metric forecasting and cross-signal root cause analysis (RCA), shifting on-call teams from reactive incident triage to proactive anomaly detection and cutting mean-time-to-detect (MTTD).
- Owned the Razorpay payment gateway integration end-to-end, working with engineering and external partners. Documented the business requirements, transaction states, and webhook handling needed for reliable transaction processing and settlement tracking.
- Partnered directly with design team on wireframes and UX flows for RBAC and onboarding features, iterating based on usability testing feedback before engineering handoff.
- Strengthened roadmap accuracy and enterprise readiness by conducting structured stakeholder interviews, usability sessions, and competitive analysis with non-technical business users, translating qualitative insights into prioritized product decisions and improved adoption across key accounts.
- Prioritized test case management capabilities based on business value and customer impact, closing test lifecycle visibility gaps and increasing platform engagement by 20%.
- Identified limitations in existing automation workflows through gap analysis, leading to launch of Model-Based and GUI Recorder features built for non-technical users and 30% growth in feature adoption.

- Facilitated scrum ceremonies and backlog prioritization for a cross-functional team of 20, balancing competing stakeholder priorities between engineering feasibility and business urgency, cutting scope creep by 20% and resolving conflicting delivery expectations across teams
- Delivered product demos and onboarding training tailored to different stakeholder personas across B2B and B2C contexts, synthesizing qualitative feedback into actionable product requirements that informed iterative feature improvements.

Software Development Engineer 1

July 2021 - March 2022

Transitioned from engineering to product, bringing strong technical depth into product decision-making for platform systems.

- Gathered requirements from internal stakeholders and led development and launch of ProTask, an internal workflow tool that digitized manual processes and lifted productivity by 25% across 8 departments while handling a team of 10 members.
- Architected API automation microservices for scalable testing workflows, cutting QA cycle time and improving execution efficiency by 40%.
- Developed the R-Plus Algorithm for unique GUI element identification in the on-premises TAP platform, delivering frontend/backend modules that increased user satisfaction by 30% and reduced page load time by 40%.
- Worked with QA and product teams to define and validate acceptance criteria, reducing bug reports by 35% and improving platform reliability.

Associate Software Engineer

July 2020 - July 2021

- Designed UI and onboarding workflows grounded in gathered user requirements, improving adoption and reducing dependency on support.
- Built a multi-platform notification system for a travel platform, integrating Hike, Viber, and WhatsApp and cutting missed-notification complaints by 40%.

EDUCATION

Bachelor of Engineering: Electrical and Electronics Engineering

2016 - 2020

Rashtrapeya Vidyalaya College of Engineering - Bengaluru

CERTIFICATION AND AWARDS

- **Scrum Master Certification & Agile Certification** - Udemy, 2024.
- Received **6 Excellence Awards (SPOT awards)** for outstanding contributions in my projects.
- **GenAI Bootcamp Certification** by Growth School

PUBLIC SPEAKING AND PROJECTS

- Represented TAP at the **ETCIO conferences** in Pune and Goa, highlighting its innovative features and benefits.
- **Core speaker** at an in-office conference on TAP and Testing as a Service.

AI PROJECTS

Formula 1 Analytics Dashboard | Claude, ChatGPT, APIs

- Developed a Formula 1 analytics dashboard integrating live APIs to deliver real-time race statistics, driver standings, and session insights and highlights.

Interior Design Studio & Pharmaceutical Firm Websites | ChatGPT, Claude

- Developed AI-assisted website experiences for an interior design firm and a pharmaceutical firm to improve digital presence and customer engagement .

Baby Application | Claude, Google Analytics, Firebase, Cashfree Payments

- Independently conceptualized and developed an AI-assisted baby care application using Claude, taking the product from idea and feature definition through development and iteration. Currently preparing the application for launch on the Google Play Store and Apple App Store.