

Arjun S Nair

Product Manager | 0→1 Products · Data Analytics · UX Systems

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SUMMARY

Product Manager with 6+ years of experience delivering 0→1 and growth-stage digital products across mobility, HR Tech, and sales domains. Experienced in product discovery, roadmap planning, Agile delivery, SQL/Python analytics, and business intelligence. Most recently built DemandTrigger, a deployed price intelligence platform, as a demonstration of product thinking combined with hands-on technical execution. Track record of measurable outcomes: 1M+ bookings enabled, 47% route volume growth, 7-point reduction in candidate churn. Skilled in SQL/Python analytics, Agile delivery, and behavioural UX design.

SKILLS

Product Management: Agile/Scrum, Sprint Planning, PRDs, User Stories, Roadmapping, Backlog Management, A/B Testing, Funnel Analysis, KPI Tracking, Cohort Analysis

Data & Analytics: Python, SQL, MySQL, ETL Pipelines, Data Modelling, Playwright, Semantic SQL, Git

Design & Tools: Figma, Balsamiq, Wireframing & Prototyping, Jira, Confluence

WORK EXPERIENCE

Product Owner (UX, Content, Growth & Analytics) · 8 Bit Media · Jul 2018 – Jan 2026

8 Bit Media is a digital product and marketing agency. As product owner, I owned end-to-end delivery for client products — from discovery and PRD authoring through sprint execution and post-launch analytics.

- Prioritised features and roadmap decisions across competing stakeholder interests using RICE and impact/effort frameworks
- Authored PRDs, user stories, roadmaps and prioritized backlogs aligned with business goals and user needs
- Conducted user research and usability testing to inform product decisions
- Used SQL, Excel, and analytics tools to track user behaviour, identify drop-offs, and drive product decisions.
- Defined and monitored KPIs per product to evaluate feature performance and guide roadmap calls.
- Collaborated cross-functionally with engineering, design, and stakeholders in Agile environments to ship features on schedule
- Defined UX standards, content systems, and interaction guidelines for scalable delivery across client products.

Key Client Products Shipped:

M2M Ferries — Digital Booking & Operations Platform (Mobility · 0→1)

India's first digital RoPax ferry booking platform, now processing 1M+ bookings.

- Designed a dynamic pricing engine handling multi-variable logic (vehicle dimensions × passenger tiers).
- Built a real-time inventory management system syncing vessel capacity across routes — drove 47% increase in route booking volume.
- Reduced boarding friction by integrating GPS navigation and automated boarding pass workflows.
- Analysed booking funnels using SQL/Excel to identify drop-offs and iterate on pricing logic.

Fractal Analytics — Pre-Joining Engagement & Retention Platform (HR Tech)

Internal platform to reduce new-hire drop-offs between offer acceptance and Day 1.

- Reduced candidate drop-off rate from 17% to under 10% through a redesigned pre-joining engagement journey.
- Built a modular content system addressing the anxiety points candidates face during notice periods.
- Used cohort tracking and funnel analysis to identify drop-off windows and validate iteration impact.

Edenred — Multi-Segment Sales & Partner Conversion (Fintech / Benefits)

Conversion optimization for a dual-persona product targeting HR managers and channel partners.

- Increased high-intent inquiries by 12% through improved messaging hierarchy and CTA restructuring.
- Implemented persona-based progressive disclosure to improve lead quality within CMS constraints.

Creative Writer · Crayons Advertising Pvt. Ltd. · Apr 2017 – Jun 2018

- Developed integrated campaign narratives across digital, film, and print.
- Translated brand strategy into clear, user-facing communication across multiple client categories.

Digital Content Manager · Spott-One Consultancy · Aug 2015 – Mar 2017

- Managed content strategy and publishing workflows aligned with client product launches.
- Used analytics to refine messaging and improve engagement metrics.

PROJECTS

DemandTrigger — Consumer Price Intelligence & Brand Demand Analytics Platform

(github.com/arjun2492/DemandTrigger)

End-to-end price intelligence platform serving two distinct user groups: consumers tracking products across retailers and brands monitoring customer demand signals. Conceived, designed, and built solo.

- Identified a two-sided market gap: consumers lack historical price visibility; brands lack pre-purchase demand data; designed the product to address both with a single data pipeline.
- Defined and built an end-to-end analytics platform that enables consumers to set personalized target prices for products while generating aggregated demand intelligence for brands through user pricing preferences
- Designed dual-persona product architecture (Consumer Intelligence + Brand Intelligence) with distinct user journeys, value propositions, and dashboard surfaces.
- Developed modular Playwright scrapers and ETL pipelines that collect retailer prices, validate incoming data, and maintain a historical price warehouse across multiple e-commerce platforms.
- Built automated notification engine triggering personalised price-drop email alerts, engineered as a re-engagement and conversion mechanic, not just a utility feature.
- Architected layered data pipeline (web scraping → ETL → semantic SQL → Power BI) producing actionable dashboards for brand pricing and promotional decisions.
- **Stack:** Python, Playwright, MySQL, Power BI, SMTP — modular architecture designed for extensibility across retailers, notification channels, and cloud deployment.

Earlier Concept Projects:

Google Pay — Digital Ledger for Informal Credit — Designed a lightweight credit digitisation tool within UPI constraints, prioritising calculator-based workflows that reflect real kirana shopkeeper behaviour.

Google Gemini S.E.N.S.E. — AI Misinformation Framework — Designed an OS-level AI system for real-time misinformation detection with a domain-tiered reasoning model and focus on user agency.

Compass — Freshers-First SaaS Support Platform — Designed a simplified CRM to reduce onboarding time for entry-level support agents, MVP-focused with AI-assisted communication quality tools.

EDUCATION

B.Tech, Electronics & Communication Engineering · Mahatma Gandhi University · 2010 – 2014

AWARDS

Silver — AI-Led Marketing · Agency Reporter Digital Marketing Excellence Awards 2024

Bronze — Branded Content · Agency Reporter Digital Marketing Excellence Awards 2024