VASAVI HEGDE

Product Manager · 0 to 1 Products · AI & Product Strategy

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SUMMARY

Product founder who took an **AI product 0 to 1**: 30+ discovery interviews to live MVP, **D7 retention 25% to 60%**. **CS engineer** strongest in **customer discovery, MVP definition, prioritisation and GTM** for AI products.

EXPERIENCE

Co-Founder & Product Owner, **StudioAI** (AI Marketing Operating System) **2025–2026**

0→1 AI product for D2C marketing teams · owned discovery, MVP scope, roadmap and shutdown call

- Ran **30+ discovery interviews** with D2C marketing teams; **25+ validated** the cross-channel asset problem.
- Defined **MVP scope, PRDs, user journeys and prioritisation** with engineering and design.
- Launched with **3–4 companies and 10+ beta users**; iterations lifted **D7 retention 25% → 60% (2.4×)**.
- Modelled **inference cost vs. subscription pricing**; **sunset the product** when unit economics failed.

Growth Alpha Advisors (Digital Marketing & 3D Animation) **2024–Present**

Bootstrapped services business · 30+ clients · 5–6 person cross-functional team

- Owned **acquisition, discovery and onboarding for 30+ businesses**; productised repeat client pain.
- Built a **Python analytics dashboard** (Instagram + LinkedIn APIs): reporting **3 hrs → 30 min per client**.
- Led growth for **KLE Technological University** to **3× the previous average campaign reach**.
- Managed a **5–6 person team** across strategy, design, content, video and development.

Product Strategy Consultant, **DotRyder** (Mobility Platform) **2024–2025**

7-month engagement · market entry vs. Rapido and Uber in Bhubaneswar

- Built the **market-entry and GTM strategy** on **competitive analysis, market sizing and segment research**.
- Sequenced **hotel partnerships vs. contracted school transport**; **recommendations were implemented**.
- Designed a **tourism-led mobility proposition** (city packages + full-day cabs) for higher-AOV rides.

Product Analyst (Intern), Rooman Technologies. **Jan–May 2025**

- Analysed product data to surface **funnel drop-offs and growth opportunities**; built **stakeholder dashboards**.
- Cleaned large datasets and **automated recurring reports**, improving accuracy and cutting manual effort.

Python Full Stack Intern, Haegl Technologies **2024–2025**

- Shipped **Django/Python** apps for hospital and library workflows: backend, database and responsive UI.

SELECTED PROJECTS

- **Computer Vision Attendance System**: real-time facial recognition (**OpenCV + Django**), **90%+ accuracy**.
- **Malware Classification**: **200GB** real-world dataset; **FNN, CNN, LSTM** benchmarked at **95–99% accuracy**.
- **LLM Reasoning & Prompt Engineering**: measured reasoning quality, consistency and failure modes.

EDUCATION

B.E. Computer Science & Engineering, KLE Institute of Technology · CGPA 8.1. **2021–2025**

SKILLS

Product: Customer Discovery · User Research · MVP Definition · PRDs · Roadmapping · Prioritisation · GTM · 0→1

Analytics: A/B Testing · Retention & Funnel Metrics · Product Analytics · Competitive Analysis · Market Sizing

Technical: Python · SQL · Django · Pandas · OpenCV · LLM & Prompt Engineering · Figma · Jira · GitHub