PRASHANT DUBEY
Product Manager

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SUMMARY

Product Manager with **4+** years of experience leading end-to-end product lifecycle for SaaS and community-driven platforms used by **50K+** monthly active users. Expert in **product discovery, roadmap planning, experimentation, analytics, and cross-functional execution**. Proven ability to improve activation, retention, feature adoption, and ARR using data-driven decision-making. Skilled in building customer-centric solutions, structuring scalable workflows, and delivering impactful features for **B2B** and **B2C** environments.

SKILLS

Product Management: Product Strategy, PRDs, User Research, UX Thinking, Sprint Planning, OKR Definition, Feature Prioritization (RICE, MoSCoW, Kano), Stakeholder Management
Data & Analytics: Mixpanel, Amplitude, GA4, Funnel Analysis, Cohort Analysis, A/B Testing
Technical Skills: JavaScript, TypeScript, React.js, Next.js, Redux, Node.js, Express.js, MongoDB, Firebase
Tools: Jira, Notion, Figma, Postman
KPIs Owned: DAU/MAU, Activation Rate, Churn Rate, Retention, Feature Adoption, Conversion Funnel, ARR

EXPERIENCE

Product Manager, Flucent Technologies   July 2023 – present
Noida, India

- Owned **end-to-end lifecycle** of **three core modules** used by **50K+ monthly active users**, driving discovery, roadmap planning, execution, and post-launch analytics.
- Led **product discovery** through **100+ customer interviews** identifying key friction points that shaped roadmap priorities.
- Structured **beta programs**, collected early feedback, and improved adoption rates by **28%**.
- Developed quarterly product strategy, success metrics, and OKRs, improving roadmap predictability and contributing to a **15% ARR uplift**.
- **Translated customer insights and community feedback** into actionable product requirements, increasing feature engagement by **30%** across core modules.
- **Implemented scalable product workflows** including backlog prioritization (RICE, MoSCoW), sprint planning, and release management to improve product velocity by **18%**.
- **Designed and executed A/B tests** to validate product hypotheses, resulting in a **22% increase in user onboarding**.
- **Defined product strategy and quarterly OKRs** aligned with business goals, resulting in a **15% uplift in ARR**.

Associate Product Manager, Crocus Robotics   March 2022 – May 2023
Noida, India

- Collaborated with PMs to translate customer problems into validated **product requirements**, improving usability scores by **22%**.
- Delivered features contributing to a **15% increase in ARR** and **30% rise in feature engagement** through user-centred prioritization.
- Owned development of onboarding and workflow features improving first-week retention by **25%**.
- Refactored frontend components to enhance rendering efficiency, achieving a **30% boost in performance**.
- Defined and executed **go-to-market plans**, coordinated with engineering, design, support, and marketing to enable smooth rollout across customers.
- Analysed **user behaviour data** and deploy **UX** improvements, increasing engagement metrics by **20%**.

PROJECTS

Vema – Employee & Proposal Management System

- Designed end-to-end proposal, approval, and CR workflows by converting ambiguous stakeholder requirements into scalable UI flows, improving operational throughput.

LoveDoc – Healthcare Management System

- Built structured, data-driven admin workflows improving visibility and navigation for healthcare ops teams and reducing task completion time.

Tripple – Global Community Platform

- Designed KPI-focused analytics dashboards enabling faster decision-making through behavioural insights and scalable visualization structures.

EDUCATION

- Bachelor of Science, Mahatma Jyotiba Phule Rohilkhand University   2022

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