

Himanshu Barsaiyan

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SUMMARY

Project Manager & Delivery Leader with 6+ years of experience owning SaaS and EdTech products from discovery through launch, combining product strategy, data-driven decision making and technical execution. Experienced in roadmap and backlog ownership, 0-to-1 product development, AI integrations and cross-functional delivery, with measurable impact on engagement, completion, release speed and operational efficiency.

WORK EXPERIENCE

Senior Project Manager & Delivery Head

May 2020 – Present

A Logic Data

Bhopal

- Own the end-to-end product lifecycle for a proprietary B2B Learning Management System; define roadmap, prioritize backlog and lead 3 cross-functional feature launches that increased user engagement by 30%.
- Use SQL and Excel to analyze product performance and validate behavior hypotheses; launched gamified dashboards that improved single-session completion by 25%.
- Align engineering, design and enterprise stakeholders, reducing feedback cycles by 20% while improving delivery alignment.
- Lead requirements discovery and technical documentation for product initiatives and pre-sales, contributing to 2 new enterprise partnerships.
- Spearhead AI and rapid-prototyping integrations using MindSmith and Lovable, reducing UI/workflow build timelines by 45% and accelerating release cadence.

Technical Trainer

Oct 2020 – Oct 2023

Sky Rider Institutions

Remote

Designed and delivered technical learning workflows for 40+ learners, achieving a 90% certification rate; partnered with Ashok Leyland on a cross-border EdTech initiative supporting 20 African professionals.

Research Associate

May 2019 – Nov 2019

Elite Techno Groups

Bengaluru

Managed technical curriculum and logistics for 25+ engineering workshops, improving delivery efficiency by 35% through scalable operating processes.

Project Engineer

Apr 2018 – May 2019

DQMS Engineering GmbH

Bengaluru

Led engineering project execution across 3D modelling, design and process analysis, improving cross-team delivery timelines by 20%.

Graduate Engineering Trainee

Aug 2017 – Feb 2018

Walia Auto Ancillaries Pvt Ltd

Pune

Used process data to identify CNC bottlenecks, increasing production efficiency by 15% and reducing downtime.

SKILLS

PRODUCT STRATEGY & DISCOVERY: Product Strategy, Product Discovery, User Research, Problem Framing, Personas, Jobs-to-be-Done, User Story Mapping, MVP Definition, Product Lifecycle Management

PRODUCT EXECUTION: Roadmap Definition, Backlog Ownership, PRDs, User Stories, Feature Prioritization, RICE, Agile/Scrum, Cross-Functional Leadership, Stakeholder Management

DATA, GROWTH & EXPERIMENTATION: SQL, Advanced Excel, KPI & North Star Metrics, A/B Testing, Hypothesis Testing, Funnel Analysis, AARRR, Growth Strategy, Performance Analysis

TECHNICAL & AI: SaaS Architecture, API Integration, AI Product Development, Rapid Prototyping, Lovable, MindSmith, Gemini, n8n, Software Engineering Concepts

PROJECTS

Worktracker

Google Sheets, Custom Web App, Idle Detection

- Problem: Limited visibility into project effort and leakage.
- Approach: Led discovery and MVP validation for automated time tracking with idle detection for 40+ users.
- Impact: Reduced operational leakage by 8-10 hours/week.

ElectrifyMe

Lovable, WhatsApp

- Problem: Manual order and service requests in urban areas were difficult.

- Approach: Owned 0-to-1 roadmap and cross-functional execution for purchases and service bookings; introduced WhatsApp order routing.
- Impact: Improved order-processing speed by 30%.

Inalign

Conversational AI, Excel

- Problem: Voice workflow automation required a viable MVP scope and cost model.
- Approach: Led product discovery, feature planning and cost/scale analysis.
- Impact: Defined a focused MVP scope for scalable voice automation.

Foodnest

Real-Time GPS, Mobile POS

- Problem: Mobile food-cart operations relied on fragmented sales and routing workflows.
- Approach: Launched a digital ecosystem with GPS tracking and mobile POS.
- Impact: Digitized sales workflows and enabled route optimization.

cult.fit | Fitness Routine Activation | Airtribe PM Capstone

- Problem: Routine disruption was a key activation barrier for new/returning users.
- Approach: Synthesized 20 research records, evaluated 15 concepts with RICE, and developed the Save My Week MVP with PRD, working prototype, GTM and stage-gated experiment.
- Impact: Defined a 45-Day Routine Activation North Star (34% baseline → 50% target) and a 72-Hour Recovery Rate metric to validate the solution before scaling.

AI-Stitched Micro-Learning Platform | Product Requirements Case

- Problem: Generic long-form learning can miss a learner's goal, skill level and available time.
- Approach: Defined personas, user stories and architecture for intent-based onboarding, AI course stitching, adaptive remediation and granular analytics, including performance, privacy and API requirements.
- Impact: Produced a scalable product blueprint balancing personalization, content reuse and creator velocity.

Zepto | AOV Expansion Strategy | Product Case Study

- Problem: Aggressive cross-selling risked cognitive overload and cart friction while pursuing higher AOV.
- Approach: Evaluated the purchase journey and translated behavioral insights into tiered cart rewards, one-tap contextual bundles and a premium trust layer.
- Impact: Proposed an AOV strategy designed to expand baskets and premiumization without weakening the 10-minute value proposition.

X | AARRR Funnel & Growth Strategy | Product Case Study

- Problem: Identified major activation and retention leaks across login, onboarding and timeline quality.
- Approach: Mapped the AARRR funnel, converted bottlenecks into product epics and used RICE to sequence algorithmic, activation and UX interventions.
- Impact: Produced a prioritized growth roadmap balancing reach, user impact, confidence and engineering effort.

Uber | Context-Aware Pickup Experience | Product Case Study

- Problem: Pickup failures can arise when digital map assumptions do not match real-world environments.
- Approach: Proposed context-aware routing, landmark/safe-zone pickup, multilingual communication, vehicle verification and upfront choice architecture.
- Impact: Designed a more resilient pickup experience intended to reduce location ambiguity and cancellation friction.

EDUCATION

Bachelor of Engineering

Rajiv Gandhi Technical University

Jan 2013 – Jan 2017