



# Aaghran Ghosh

Product Manager | Product Developer | Startup Enthusiast

Product manager with more than 4 years of experience in product management & development, building consumer web products. Travel enthusiast.



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## SKILLS & COMPETENCES

Product Roadmapping

Google analytics

Requirement Gathering

User Interface Design

Product Delivery

Javascript

NodeJS

AWS

GIT

SCRUM

Visual Design

## INTERESTS

Photography

Motorcycling

Military History

Travelling

Video Editing

Gaming

## WORK EXPERIENCE

### Product Head

myBataz [↗](#)

01/2018 – Present

myBataz is a performance-based platform where we build community of Fashion & Lifestyle audiences around Brands through a social media approach

- Conceptualised and managed the product from scratch. Led a team of 6 developers. Over 400,000 installs of the Android since launch in April.
- Responsible for end to end execution of product lifecycle management starting from market analysis, wireframing, development, launch, operations, digital marketing, sales & revenue.
- Consumed data from Google analytics, firebase analytics, Clevertap, Feedback loops etc to understand user flows and optimise/improve product flow and user experience, increase retention.
- Converted business requirements and features to detailed product requirement documents and wireframes.
- Managed engineering team to deliver product initiatives. Worked on WordPress and maintained the AWS infrastructure.

### Product Manager

Via.com [↗](#)

04/2017 – 12/2017

Bangalore, India

- Worked closely with leadership to create a product vision and roadmap for both the products.
- Worked with various teams like customer support, operations, marketing to understand business requirements.
- Detail Product Requirements: Responsible for creating Product requirement documents for consumption by engineering, UX Design teams.
- Market Research & Analysis: Spearheading consumer meetings/calls/google analytics and in-house data points to get insights about the consumer behaviour. Competitor research as a source for product planning and requirement.
- Worked closely with Marketing and Engineering to create an automated and robust product to maintain SEO pages for the website across 8 countries and 5 languages.

### UI Developer

Via.com

06/2015 – 03/2017

- Worked on Nodejs application with HTML/CSS/JS/jQuery to create user experience for B2C, B2B and corporate travel needs.
- Managed the UI team, comprising of 5 developers following Agile methodology. Collaborated in Requirement Gathering, delivery, UI development, Product Growth and maintenance across 8 countries, with 5 languages supported.
- Developed and responsible for build and deployment system using Jenkins and GIT

### Web Developer

Campusdiaries

06/2014 – 05/2015

## EDUCATION

### Bachelor of Technology (B.Tech.) Information Technology

National Institute of Technology Durgapur

2010 – 2014