

Aaditya Shivanand Tandsi

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EDUCATION

Johns Hopkins University - GPA (3.7/4.0)

Aug'21 - Dec'22 | Baltimore, USA

Master of Science in Engineering Management

Courses: Human-Computer Interaction, Financial Accounting, Probability, Quantitative Portfolio Theory, Strategies, Innovation and Growth, Game Theory

Graduate Teaching Assistant: New Product Development, Strategic Management, Management and Leadership

PES University - GPA (8.32/10.0)

Aug'14 - May'18 | Bangalore, India

Bachelor of Technology in Electrical and Electronics Engineering

SKILLS & CERTIFICATES

Certificates: Certified Scrum Product Owner (CSPO)

Tools: Bloomberg Terminal, Python, SQL, R, Tableau, Power BI, Figma, Jira, Confluence, Mixpanel, Qualtrics

Skills: Market Research and Sizing, Excel Modeling, Data Analysis, A/B Testing, Human-Centered Design, Statistics

PROFESSIONAL EXPERIENCE

FitGrid (Series B, Fitness & Wellness startup)

Jul '22 - Aug '22 | New York, USA

Product Manager Intern

- Performed competitive analysis and usability testing for a new feature in the SaaS product that had a potential opportunity of nearly \$250K in Net Revenue Retention
- Built an automated Product KPI dashboard for "Studio Client Management" using SQL and Metabase to replace the legacy manual reporting system, saving \$30K annually and freeing staff to focus on other mission-critical work
- Created high-fidelity mockups for "Location" and "Search" features using Figma; planned and led 10+ usability tests to finalize designs in collaboration with the Senior Designer

CoachEd (EdTech Mentorship Platform)

May '20 - Jul '21 | Bangalore, India

Co-Founder & Product Manager

- Led a team of seven (two designers, five engineers) in building a mentorship platform for students from underrepresented communities with 1,000 monthly active users generating ~\$30,000 in annual revenue (FY 2021)
- Designed 15 A/B experiments, which improved retention rate by 10% and upsell rate by 50%, resulting in a 30% increase in revenue (2021-Q4) from B2B clients
- Analyzed competitors and market trends to formulate a pricing strategy to improve penetration by 2.5% over FY2021 in the \$1.2B EdTech market
- Launched new features, "Mock Test" & "Interviews," which improved DAU by 35% and Average Session Time by 15%

ClearTax (Series C, YC-backed Fintech startup)

Aug '18 - Mar '20 | Bangalore, India

Associate Product Manager

- Launched new product features - fund comparisons, monthly statements, etc., for 'ClearTax Invest' that improved new sales by 12% and return sales by 27% in 1 quarter (2019 - Q4)
- Analyzed market trends/opportunities in the Consumer Finance space by conducting primary research with user interviews, focus group discussions, etc., to create an online tax filing product used by 12% of India's taxpayers
- Designed 60 wireframes in Figma to validate expected customer behavior based on user interviews and diary studies
- Used data from contextual inquiries, surveys, and interviews to represent UX needs and interests in the product prioritization of the new mobile app - Clear Black

LEADERSHIP EXPERIENCE

Johns Hopkins Product Management Club

Aug '22 - Jan '23 | Baltimore, USA

Vice President - Internal Development

- Led a team of 3 board members and collaborated with a third-party vendor, [loru.io](#), in an agile environment to build education modules for the product community at Hopkins

ACADEMIC PROJECTS

Johns Hopkins Recreation Center - Product Design

Aug '22 - Dec '22 | Baltimore, USA

- Conducted evaluative testing with 10+ participants using Figma and Usertesting.com; synthesized and redesigned mobile application against findings which increased overall app usage by 30%

Checkpoint Surgical - Product Strategy

Oct '21 - Dec '21 | Baltimore, USA

- Created a program roadmap based on stakeholder interviews, competitor analysis, and secondary research, leading to an estimated growth of \$ 500K in revenue
- Recommended a collaboration with ten teaching hospitals across the US based on a market study to bolster new sustainability initiatives and perform a marketing exercise leading to more adoption