# Rasmi Ranjan Patnaik

**Product Manager | AI Products | Technical Product Management | B2B SaaS**

LinkedIn · GitHub · Portfolio · Pune, India · Email · +91 8144102018

## Summary

**Product Manager** with **2 years** of full-time product management experience across **AI Product Manager** roles at **Auxy AI** and **Scaler**, building and scaling **AI-powered SaaS** products across enterprise automation, workflow intelligence, and talent platforms. Owns **product discovery, roadmap planning, and PRD authoring** end-to-end, running full **Agile/Scrum** delivery cycles from requirement gathering through **sprint planning in Jira** to development and **QA/UAT testing** with **cross-functional teams**. In parallel, founded and grew **Reffconnect**, an **AI-powered referral marketplace**, from **0→1** — personally owning product strategy, **GTM**, and go-to-market execution. Known for translating ambiguous customer pain points into shipped, measurable outcomes at startup speed. Seeking **Product Manager, AI Product Manager, or Technical Product Management** roles where deep customer understanding and rapid iteration drive growth.

## Skills

**Product Management:** Product Discovery, Product Strategy, Roadmapping, Product Requirements Documents (PRDs), User Stories, Feature Prioritization (RICE, MoSCoW), Sprint Planning, Agile, Scrum, OKRs, KPIs, North Star Metrics, A/B Testing, Product Analytics, Go-to-Market (GTM) Strategy, Product-Led Growth (PLG), Competitive Analysis, Stakeholder Management, Customer Discovery, Voice of Customer (VoC), User Persona, Acceptance Criteria, Cross-functional Leadership
**AI & Automation:** LLM Applications, Retrieval-Augmented Generation (RAG), Prompt Engineering, AI Workflow Automation, AI Agents, FastAPI, n8n
**Analytics & Technical:** SQL, Python, JavaScript, React.js, Node.js, REST APIs, API Integration, Data Analysis
**Tools:** Jira, Notion, Figma, Git, Tableau, Power BI, Google Analytics, Microsoft Excel (Advanced), Pitch.com

## Experience

**Auxy AI** *Jan 2026 – Present*

### *AI Product Manager (Platform)*

- **Ran the full product delivery lifecycle end-to-end**, gathering client requirements and pain points, translating them into prioritized features, and planning and tracking **sprints** via **Jira tickets** through an **Agile** process from idea through development to **QA/testing**, in close collaboration with **cross-functional teams** across Engineering, Design, and Customer Success.
- **Owned the product roadmap** for the AI Ticketing & Escalation platform, partnering with the **AI/ML team** to optimize **RAG pipelines and prompt orchestration**, cutting daily human escalations from **20–35** to **5–9 tickets/day**.
- **Designed a three-tier escalation framework** aligned to **Essential, Professional, and Premium** pricing tiers; authored the **PRD** and led Engineering delivery of automated escalation workflows, **RBAC**, and intelligent routing.
- **Applied RICE prioritization** to scope and ship a one-click **Excel bulk-import** capability for enterprise onboarding within **2 months**, cutting provisioning time from days to minutes.
- **Led customer discovery and go-to-market execution** for the Ticketing product, onboarding enterprise clients across real estate and education sectors, and fed feedback directly into roadmap decisions.
- **Defined the product goal and roadmap** for a **User Feedback Ingestion platform**, establishing **key performance indicators (KPIs)** for product success and tracking **user engagement** via **Google Analytics**; broke the roadmap into **sprint-level Jira tickets** tracked with **cross-functional teams** across Engineering, Design, and Customer Success.

**Reffconnect** *Jul 2026 – Present*

### *Founder & Product Manager*

*React · Node.js · AWS · Built nights and weekends alongside full-time role at Auxy AI*

- **Owned the product end-to-end as Founder**, running **customer discovery** and **user journey mapping** across the candidate and recruiter flows to pinpoint the core **pain points** stalling growth: low referral conversion and weak recruiter trust in candidate quality.
- **Mapped the user journey** from job discovery to referral request to recruiter response, identifying friction at the trust-verification step; translated this into a prioritized **product roadmap and PRD** to guide the fix.
- **Designed and A/B tested** a credit-based referral model as the solution to the conversion pain point, running iterations through **Agile sprints** tracked in **Jira** with a lean **cross-functional team** of design and engineering; the model achieved **78% higher referral acceptance** and a **6× increase in engagement** over baseline.
- **Solved the recruiter-trust pain point** by designing verification and monetisation systems — UPI-based credit purchases and corporate email verification — reducing fake-account creation and establishing a scalable revenue model.
- **Defined the AI matching strategy** to address poor job-to-referral relevance in the user flow, validating the fix through pilot programmes that received **90%+ positive user feedback**.
- **Owned GTM strategy and growth KPIs** as Founder, targeting FAANG professionals, Tier-2 networks, and startup communities, and setting a growth OKR of **500 users within 60 days**.

**Scaler** *Sep 2024 – Dec 2025*

### *AI Product Manager*

- **Managed the end-to-end product lifecycle** within an **Agile/Scrum** framework: gathered stakeholder and learner requirements, prioritized the product backlog, and led **sprint planning and execution** via **Jira tickets** across requirement analysis, development, and **QA/UAT testing**, partnering closely with **cross-functional teams** across Engineering, Design, and Content.
- **Led product discovery** for CareerLift AI via funnel analysis and **20+ user interviews**; identified learner confidence as the core barrier limiting **user engagement and user retention**, and defined **Qualified Consultation Booking Rate** as the product's **North Star Metric**.
- **Owned roadmap planning and PRD authoring** for an **AI Resume Readiness Analyzer** (skill-gap analysis, readiness scoring, salary benchmarking) with Engineering, Design, and Content teams.
- **Defined the product vision** for an **Alumni Match Engine** connecting learners with alumni through personalised recommendations and referral pathways.
- **Designed the business model and go-to-market plan** for a **Community Referral Marketplace**, introducing a **50% revenue-sharing model** for mentorship, resume reviews, and referrals.

**Shadowfax Technologies** *Feb 2024 – Aug 2024*

### *Product & Frontend Engineer (Intern)*

- **Partnered with Product Managers** during product discovery and feature delivery for the **Same-Day Delivery** initiative, contributing to a **22% increase in Daily Active Users (DAU)** and **35% faster order fulfilment** during peak demand.
- **Built Tableau, Power BI, and Google Analytics dashboards** to track **user engagement** and inform data-driven product decisions; reduced redundant API calls and application latency by identifying frontend bottlenecks.
- **Defined acceptance criteria and release quality standards** across Product, Engineering, and QA, shortening release cycle time across three consecutive **sprints**.

## Certifications

**Google Product Management Certificate** Market analysis, user journey mapping, product launch strategy [View Certificate] *Oct 2025*

## Education

**Kalinga Institute of Industrial Technology (KIIT)** — Master of Computer Applications *2022 – 2024* *CGPA: 7.89*
**Berhampur University** — BSc Botany (Honours) *2019 – 2022* *CGPA: 7.24*