

Deep Kumar

Product & Business Analyst | 3+ YOE | Specializing in Digital Transformation, Product Discovery, UX, and Agile Delivery

 Kolkata | Open to Remote / Hybrid roles in Delhi, Bangalore, Pune, Noida, Hyderabad

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SUMMARY

Agile and user-focused Associate Product Manager / Business Analyst with over 3 years of experience leading digital transformation initiatives, product lifecycle management, and user-centric feature design. Strong background in building product roadmaps, writing PRDs, managing sprints, and collaborating cross-functionally with UI/UX teams, engineering, and customer success. Successfully led social platform feature launches, stakeholder discovery sessions, and product delivery cycles from wireframe to deployment. Familiar with social media tools, engagement metrics, and the agency ecosystem. Open to opportunities where I can own product modules, drive adoption, and improve UX at scale.

PROFESSIONAL EXPERIENCE

Business Analyst (Associate Product Manager)

BCDiLabs Pvt. Ltd. (Remote)

September 2023 – December 2024

- Owned roadmap for *Innov8* platform modules, including Innov8 Lite and R&D Bolt-on, collaborating with cross-functional teams to deliver product features aligned with business goals.
- Created and maintained PRDs with user stories, wireframes (Balsamiq/Figma), and functional specs.
- Conducted user research, market analysis, and competitive benchmarking to define product requirements.
- Prioritized features using MoSCoW and Kano methods, and coordinated Agile sprint planning.
- Conducted UAT and collaborated with QA for production validation; launched and iterated based on user feedback.
- Introduced new features to improve user engagement and reduced workflow friction by 30%.

Key Achievements:

- Delivered 12+ new features that enhanced product adoption by 40% within 3 months.
- Led beta testing and feedback sessions with 50+ users, resulting in high user satisfaction and retention.

Associate Business Quality Analyst

Blu Cocoon Digital Pvt. Ltd., Kolkata

October 2021 – August 2023

- Worked with a Fortune 500 client on digital transformation of its Food R&D lifecycle.
- Conducted feature ideation workshops and collaborated with design and dev teams to build internal tooling.
- Facilitated Agile ceremonies and tracked sprint delivery using Azure DevOps and Jira; documented acceptance criteria and change logs.
- Analyzed engagement data and created dashboards to visualize user behavior and conversion trends.
- Served as liaison between stakeholders, end-users, and developers for feature enhancements.

Key Achievements:

- Reduced turnaround time of R&D tasks by 20% through feature improvements and UI optimization.
- Delivered successful rollout of multi-module interface for global teams.

Co-founder & Product Strategist

Raag (Startup), Kolkata

Nov 2019 – Oct 2021

- Co-founded an e-commerce platform connecting artisans with retail buyers.
- Defined MVP scope, user flows, and launch plan; conducted user interviews and competitor analysis.
- Built product wireframes, managed sprints, and oversaw customer acquisition and brand design.
- Managed content calendar and post scheduling, enabling consistent engagement across platforms.

Key Achievement:

- Acquired 20+ artisan partnerships and 300+ buyers before closing due to COVID-19 constraints.

EDUCATION

B.Tech – Computer Science & Engineering

Govt. College of Engineering and Textile Technology, Berhampore

Graduated: July 2019 | CGPA: 7.33

Relevant Coursework: Data Structures, Software Engineering, Machine Learning with Python

In Progress: Product Management Launchpad – *Upraised*

SKILLS & TOOLS

- **Product Tools:** Figma, Balsamiq, Jira, Azure DevOps, Trello, Miro, Confluence
- **Data & Analytics:** Google Analytics, Excel Dashboards, SQL (Basics)
- **Documentation:** PRD, BRD, User Stories, Competitive Analysis, Wireframes
- **Methodologies:** Agile (Scrum), Kanban, SDLC, User-Centered Design
- **Soft Skills:** Communication, Prioritization, UX Sensitivity, Stakeholder Management, User Research

CERTIFICATIONS

- Product Management Launchpad – Upraised
- Agile with Atlassian Jira – Coursera
- ChatGPT for Project Management – Coursera
- [Lean Six Sigma White Belt](#) – Six Sigma Society
- Digital Marketing & Content Strategy – IIM Skills

EXTRACURRICULAR & PORTFOLIO

- Former Cultural Secretary, led 15+ campus events
- Quiz Master – Annual TechFest (3 years)
- Personal Photography Page: Instagram Portfolio