

PALLAVI GUPTA

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CAREER HIGHLIGHTS

PRODUCT MANAGER | AI PRODUCTS

Product Manager specializing in AI products across B2B and B2C SaaS; led 0→1 product lifecycle from strategy to execution, shipped two AI-native products. 10+ years across software engineering, business partnering, and product brings a rare combination: technical depth to partner with engineers, and deep customer empathy to build AI products that users trust and actually use. Experience spans early-stage startups through scaling teams.

RELEVANT EXPERIENCE

PxlBrain | **Product Manager**

Mar 2025 – Present

*Worked in a fast-paced environment alongside CPTO & small team. Shipped two AI-native products - [Loft](#) & [Hash Health](#). Operates with an AI-native PM workflow with AI tools like **Claude Code** & **Cursor***

[Hash Health](#) (iOS · Android) AI-powered nutrition app that helps users achieve personal health goals through image based meal analysis, macro tracking, and medication interaction alerts

- Building LLM-powered personalization agents using MCP tools and agent orchestration
- Identified chat-based onboarding has drop-offs, implemented goal driven flow with **82.76% completion rate**
- Tracked **70% activation rate**, primary retention signal - users completing first meal analysis post-onboarding
- Identified power user cohort driving **71% of all usage**; top user logged **27 analyses in 7 days** — early habit formation signal

AI Evaluation & Safety

- Set accuracy thresholds for meal analysis, early prompts scored low; partnered with engineering to iterate; confidence scores across 1,400+ analyses
- Navigated App Store submissions, **implemented in-app trust layer** - source attribution on every food-medication interaction
- Building personalized weekly notification agent to help users retrospect and drive towards better health outcomes engine with a **3-dimension eval rubric**; in-house nutritionist as clinical domain evaluator
- Set up eval tool to generate synthetic data & set up **observability**

AI-NATIVE PM WORKFLOW [Claude Code · Cursor · Lovable · V0]

- Prototype and test ideas, pull from product's design system, iterate on top of it
- Competitive analysis & market research via Claude Code faster, deeper research loops
- Persona sub-agents for pre-flight audit run work through Engineering Lead, Product Leader, and CPTO lens
- Rapid UI Prototyping - built home screen prototype in 2 hours, versions shared in team demos

[Loft](#) is an AI-enhanced bookmarking app helping users save content and resurface them when needed the most

Discovery, Prioritization, Launch and Iteration

- **Shipped 0→1 to App Store in 12 weeks**; working with team of 3 engineers, designer and QA
- Ran discovery interviews **identified three layered pains**: content scatter, manual organization burden, retrieval failure; cut broad PRD to V1 core loop
- Defended mobile-first over Chrome extension using behavioral data (~79% of content discovered on mobile)
- Collaborated with engineering - Validated core tech (**RAG pipeline and vector database**, content extraction from web sources) before building any frontend, de-risked before investing in UX
- Built share-sheet from direct user feedback - **most used feature 82.4% of total bookmarks saved**

- Identified post-launch friction, users pulling back into app, worked with engineering to implement queue processing of bookmarks; 99% of bookmarks processed successfully

Analytics & GTM

- Spearheaded the analytics instrumentation on Amplitude; event schema implemented within 2 weeks
- Partnered with marketing, A/B tested GTM messaging, pain-first hook drove **3x engagement over**

Start-ups | **Product Manager Consultant**

Jan 2024 – Feb 2025

Style Magnet & Other Early stage projects

- Recommended Personal Shopper feature based on user research and competitive gaps, company launched
- User journey mapping across 5 phases for digital course launch, pilot drove 25 paid sign-ups
- Steered early-stage property tech team from large integrated PRD to focused MVP - used User Story Mapping

FreshBooks | *Talent Acquisition Partner*

Oct 2021 – Mar 2023

Treated the hiring function as a product ; identified hiring needs & gaps focussing on candidate experience

- Influenced Leaders to adapt to structured hiring, **reduced time-to-hire from 16 to 5 weeks**
- Prioritization & Execution: **Improved hiring efficiency by 150% by skill-based assessment**
- Implemented Greenhouse ATS; designed structured hiring manager–recruiter workflow from scratch
- Improved outreach engagement by 189% through experimentation (messaging and targeting)

Climate Connect Digital | **Acquired by: ReNew Power** | *Deputy Manager - (HR)*

Jan 2021 – Oct 2021

Applied Agile best practices to the HR function

- *Agile Project Management*: Implemented KANBAN *leading to a 172% increase in hiring velocity*
- *Stakeholder Alignment*: Engaged with candidates, leadership, compensation, legal, facilitating consensus, *achieved 100% offer acceptance moving up from a 70% acceptance*

Tata Consultancy Service Ltd | *AM (HR)* | **System Engineer (Full Stack)**

Mar 2010 – May 2019

- **Led the development of a Chat based mentoring tool**, worked with engineering and UX teams
- **Achieved 96% adaptation of the Chat platform**, by A/B testing awareness campaigns
- Developed frontend, backend, and database architecture using ASP.net(C#) and MS-SQL
- Translated user needs into technical specifications, designed UI mockups, prioritized features
- Improved employee engagement ASI from **71% → 81.57%**

SKILLS & TOOL STACK

Product Management: Continuous Discovery, Prioritization, A/B Testing, Pricing, Journey Mapping, Agile

AI-Native Product: Claude Code, Cursor, Lovable, V0, RAG , AI Evals , Prompt Engineering, AI Prototyping, Model Selection, ChatPRD, Context Management

Analytics: Amplitude, MixPanel, PostHog · Event Schema & Instrumentation, Behavior Cohorts, AARR Metrics

Engineering ((Former Practitioner): C#, ASP.NET, MS-SQL, data modeling, system architecture **Design &**

Collaboration: Figma, Miro, Notion, Linear

EDUCATION & CERTIFICATIONS

SPRINT Product Management Certificate, [Co. Lab Oct 2023](#)

Masters in Business Management (PGDM) - Gold Medalist, [IMDR May 2015](#)

Bachelor of Engineering, Electronics and Telecommunication, [CSVТУ May 2009](#)