

# PALLAVI GUPTA

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## CAREER HIGHLIGHTS

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### PRODUCT MANAGER | USER-FACING AI PRODUCTS

Shipped two AI-native products owning the full 0→1 product lifecycle from strategy to launch. 10+ years spanning Product, Full-Stack Engineering, and Business Partnership across B2B/B2C SaaS; early-stage startups to scaling teams. Uniquely positioned at the intersection of technical depth and customer empathy, obsesses over user pain to scope what truly matters, and connects every product decision to business outcomes.

*Operates with an AI-native PM workflow with AI tools like Claude Code & Cursor.*

### RELEVANT EXPERIENCE

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PxlBrain | **Product Manager**

Mar 2025 – Present

Worked in a fast-paced environment with a small team. Shipped two AI-native products - [Loft](#) & [Hash Health](#)

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

#### Discovery, Prioritization, Launch and Iteration

- **Shipped product 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, retrieval failure*; cut broad scope to V1 core MVP
- **Prioritized mobile-first over web/Chrome extension** using a 4-risks framework and behavioral research showing ~79% of content is discovered on mobile
- Collaborated with engineering - validated core tech (**RAG pipeline** and content extraction) before any frontend work
- Designed share-sheet feature based on user feedback, **82.4% of total bookmarks saved via share-sheet**
- **Post-launch user interviews** surfaced bookmark processing friction; implemented **queued processing achieving 99% implementation success rate**

#### Analytics & GTM

- Spearheaded end-to-end Amplitude instrumentation, defined event schema across core user actions and shipped analytics coverage **in under 2 weeks**
- Designed experiments for GTM messaging, increased engagement **by 3x**

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

#### Activation & Retention

- Improved chat-based onboarding to goal driven flow, achieved **82.76% onboarding completion rate**
- Achieved **70% activation**, primary retention signal for users experiencing value moment 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

- Evaluated LLM output quality through confidence scores, identified early prompt weaknesses, and partnered with engineering to iterate **reaching 85–95% confidence**
- Embedded inline source citations on food-medication interactions, building user trust and satisfying Apple's safety guidelines
- Designing a weekly notification engine with a 9-dimension LLM eval rubric, evaluated by nutritionist, to surface personalized health insights and drive habit improvement

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

- **Prototype before spec** built prototypes in Lovable/V0 & Claude Code; to validate and share ideas with teams
- **Embedded analytics** : *PostHog MCP to Claude Code* to query user behavior and funnel data inline
- **Competitive analysis & market research** via Claude Code faster, deeper research loops
- **Persona sub-agents for audit** work through Engineering Lead and Product Leader personas before team reviews
- **Full-stack artifacts** : HTML prototypes for rapid idea sharing, AI-generated marketing visuals via image gen

### 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 to align engineers and surface technical constraints early

### **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%**
- Reduced turnover by 27% by analyzing root causes and guiding leadership interventions.

## 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, [CSVTU](#)

May 2009