

RAHUL RAJ

Aspiring Product Manager · Product-Minded Frontend Engineer · SaaS Builder
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Gurgaon, Haryana · Open to Relocation

PROFESSIONAL SUMMARY

Product-minded engineer with 2+ years of experience shipping B2B SaaS products across CRM, workflow automation, HR, and expense management verticals. Proven track record in user research, feature prioritization, PRD writing, cross-functional collaboration, and 0-to-1 product execution. Independently built and shipped a 6-product SaaS suite (ANSH Apps) targeting Indian SMBs — spanning task management, HR, expense tracking, visitor management, property rental, and forms. Adept at translating user pain points into scalable product solutions using Agile/Scrum methodologies. Seeking an Associate Product Manager role to leverage engineering depth and product intuition in a structured product organization.

WORK EXPERIENCE

Frontend Developer & Product Contributor · Automate Business Nov 2024 – Present · Gurugram
B2B SaaS automation platform for Indian MSMEs — CRM, task management, workflow automation, chatbots

- **Automate CRM:** Built lead management, pipeline dashboards, and customer tracking; implemented real-time data sync reducing manual follow-up time by ~30% for sales teams
- **Automate Task:** Developed task-delegation and workflow-tracking modules — shipped 4+ productivity features improving cross-team coordination visibility across 3 departments
- **Automate Chats:** Engineered trigger-action automation engine, chatbot workflow builder, and API integrations; improved setup UX reducing non-technical user onboarding time by ~40%
- **Architecture migration:** Led FlutterFlow → React.js transition across 2 products, eliminating technical debt and improving developer velocity by ~35% to enable scalable feature delivery
- Built wallet systems, transaction flows, and analytics dashboards; delivered client-facing support deepening direct empathy for end-user pain points
- Participated in product discussions, feature prioritization, and UX reviews — consistently bridging engineering execution and product thinking

Technical Engineer · Product Management · Zillion Analytics Oct – Nov 2024 · Remote

- Partnered with enterprise clients to gather requirements and configure CRM and automation solutions, improving operational efficiency and driving user adoption across accounts
- Designed and optimized chatbot conversation flows using Visual Flow Builders, translating business requirements into scalable, automated customer journeys
- Configured workflow automations — triggers, actions, and business rules — helping clients streamline repetitive processes and improve productivity
- Collaborated with cross-functional teams to troubleshoot platform issues, surface customer pain points, and prioritize improvements based on user feedback
- Supported implementation of Chat Widgets, WhatsApp Mini Apps, and other engagement channels, enhancing customer experience across touchpoints
- Led onboarding and solution design for new clients, configuring Dynamic Experiences and personalized journeys aligned to business objectives
- Analyzed feature requests and customer feedback with development teams to improve usability; contributed to requirement analysis, issue prioritization, and release validation in Agile sprints

Software Developer Intern · OpenText Oct 2023 – Mar 2024 · Hyderabad

- Collaborated with cross-functional teams to analyze user feedback and identify product issues, implementing enhancements that improved usability and user experience
- Partnered with stakeholders to translate business requirements into customized forms, workflows, and UI components on the AppWorks enterprise platform
- Contributed to product development initiatives by optimizing workflows and supporting application enhancements, improving process efficiency
- Drove feature refinement and UI improvements, enhancing responsiveness, accessibility, and overall satisfaction across enterprise applications
- Managed backlog, tracked issues, and documented product requirements in JIRA to support Agile development
- Participated in daily stand-ups, sprint planning, and sprint reviews, contributing to requirement discussions, prioritization, and feature delivery

React Developer Intern · Celebal Technologies

Jun – Aug 2023 · Remote

- Built and delivered 3 React feature modules under senior engineering mentorship; improved user experience through modern UI architecture patterns
- Gained foundational experience in component-driven development, prop-drilling patterns, and performance optimization

PERSONAL PROJECTS (ANSH APPS · anshapps.com)

RentAwas — Property Management & Rental Platform

2026 – Present · rentawas.com

React.js · Supabase · Razorpay · Next.js

- Designed and shipped a full-stack property management SaaS covering property/unit inventory, tenant profiles, rent collection, maintenance ticketing, and digital lease management — targeting Indian landlords, PG owners, and property managers
- Built a multi-channel payment system (UPI, Cards, Bank Transfer) with automated rent reminders, overdue tracking, and digital receipt generation to eliminate manual rent collection workflows
- Implemented a 3-stage Kanban-based maintenance board enabling tenants to raise photo-upload tickets and managers to assign vendors with live status tracking
- Launched a 100% free zero-brokerage property listing feature (MagicBricks alternative) with verified tenant discovery, directly addressing broker-fee pain points for Tier 2/3 city landlords
- Shipped an AI-powered legal document generator (plain-English rent agreements in < 2 min), an AI command palette (Ctrl+K), and portfolio analytics (NOI, occupancy rate, yield telemetry) as premium differentiators
- Defined 3-tier pricing strategy (₹499 / ₹999 / ₹1,999/month) with a 14-day free trial funnel; validated GTM via an Early Access program with exclusive onboarding perks — acquired first 25 landlord sign-ups pre-launch

ANSH Tasks — SaaS Task & Team Collaboration

2026 – Present

React.js · Supabase · Razorpay

- Built a multi-tenant task management app from scratch — Kanban boards, custom workflow statuses, team collaboration, and role-based access control to learn full-cycle product development
- Implemented multi-seat subscription billing via Razorpay with dynamic tax calculations and plan transitions to understand monetization architecture
- Shipped “Brainboard” — a drag-and-drop brainstorming canvas — as a premium in-app feature to explore engagement and retention mechanics

SKILLS

Product Management: Roadmap Planning · Feature Prioritization · User Research · PRD Writing · PDLC · A/B Testing · Agile / Scrum · OKRs · Go-to-Market · Monetization Design · Jobs-to-be-Done

Analytics & Metrics: Funnel Analysis · Retention Thinking · Dashboard Design · Business Metrics · KPI Definition · North Star Metrics

Design & UX: Figma · Wireframing · UX Flows · Information Architecture · Prototyping · User Interviews

Frontend: React.js · Next.js · JavaScript (ES6+) · FlutterFlow · HTML / CSS · Framer Motion · Zustand

Backend & Infra: Supabase · PostgreSQL · REST API Design · Razorpay Integration · Edge Functions

Tools: Jira · GitHub · Figma · Stitch · Linear · Notion

EDUCATION

MBA (Online), Business Administration · Pursuing

2026 – 2028

Sikkim Manipal University (SMU) · Online

B.Tech, Computer Science & Engineering · CGPA: 7.89 / 10

2020 – 2024

Lovely Professional University, Jalandhar, Punjab

INTERESTS & ACTIVITIES

Building SaaS products for Indian SMBs · Business Model Analysis · Book Summaries & Content Creation (Hinglish Reels — YouTube / Instagram) · Public Speaking · Startup Ecosystem & Product Strategy