

AKSHAY KOKADWAR

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Product operator with 3+ years of experience shipping **0→1** and scaling **Fintech & SMB** products. Strong in activation funnels, customer discovery, pricing experiments, and automation. Comfortable owning outcomes end-to-end — from user interviews and PRDs to shipping, analytics, and iteration in fast-moving startup environments.

WORK EXPERIENCE

Senior Product Engineer (PM-Focused)

Bengaluru

IRIX Technologies Pvt Ltd

11/2023 – Present

Operated at the intersection of product, engineering, and business to drive feature discovery, execution, and rollout.

- Influenced product strategy and feature requirements for a multilingual banking app, enabling launch in 10 Indian languages; partnered with design, field teams, and product managers to improve task completion in assisted CSP banking environments
- Analysed transaction funnels and failure patterns across biometric authentication flows; collaborated with product and compliance teams to define biometric + fallback mechanisms, improving reliability for 1M+ monthly transactions
- Defined offline/online state management, error handling, and recovery flows in partnership with engineering and compliance teams, reducing field-agent support tickets and improving cash-in/cash-out success rates
- Owned PRDs, user stories, and sprint prioritisation in Jira
- Partnered with design to define UX flows in Figma
- Conducted field interviews with CSP agents to identify onboarding friction
- Supported go-to-market rollout for Meghalaya launch by preparing technical documentation, enabling field teams, and incorporating on-ground feedback into prioritisation.

Product Developer (Founding Team)

Remote

LessPay

04/2023 – 08/2024

Early-stage fintech startup with strong AI + D2C monetisation parallels.

- Owned merchant onboarding and activation funnels
- Redesigned guided flows → improved Week-1 activation by ~20%
- Worked on pricing, offers, and promotions using behavioural and data insights
- Built event-triggered communication systems (SMS, WhatsApp, push) aligned to user behaviour
- Conducted user conversations to identify onboarding friction and iterate product flows

Founder

Nanded

SOYOC (Shop of Your Own Choice)

08/2020 – 03/2021

Hyperlocal delivery startup built for Tier-3 cities during COVID.

- Built and scaled a hyperlocal delivery platform from 0→1, reaching 100 daily orders through rapid iteration from a WhatsApp MVP to a mobile app
- Analysed Tier-3 user behaviour and operational bottlenecks, adapting product and logistics strategy to achieve early product-market fit

Ex-Founder & Product Builder (Built & Exited)

Remote

BizzKonnnect

01/2025 – 11/2025

- Built a customer engagement and automation product for small businesses from zero — ideated, designed, shipped, and sold it independently.
- Identified an unmet need in how small businesses communicate with customers; went from idea → live product with paying users without a team
- Ran pricing experiments across three tiers (₹999 / ₹1499 / ₹2499) to find the right price-value fit through real conversion data, not assumptions
- Built WhatsApp automation flows, landing pages, and messaging sequences end-to-end — owned the full product surface
- Spoke directly with users, handled objections, and iterated positioning based on real feedback loops
- Managed the full 0→1 lifecycle: problem discovery → MVP → launch → iteration → monetisation

PROJECTS & SIDE BUILDS

Automated KYC Solution | ION Hackathon

- Co-defined problem statement and mapped compliant user flows to reduce onboarding friction
- Recognised with a cash award for balancing UX with regulatory requirements

KEY ACHIEVEMENTS

Cross-functional Leadership

- Presented multilingual banking app progress to State Bank of India Corporate Banking leadership alongside IRIX management team .
- Collaborated effectively with compliance, design, business, and engineering teams across multiple product initiatives

Innovation & Recognition

Myntra HackerRamp : Reached Top-150 of 1,800+ teams with 'Share & Earn' referral concept and short-form content ideas that later appeared in production

ION Hackathon: Selected in top 100 ideas for Automated KYC solution, earning \$25 award for reducing onboarding friction.

SKILLS & DOMAIN EXPERTISE

Product & Execution

Product discovery • PRDs & user stories (lightweight) • Feature scoping • Sprint coordination (Jira) • Cross-functional execution • Feature launches • Workflow design

Customer & Growth

Customer interviews • Activation funnel optimisation • Drop-off analysis • Guided onboarding • Adoption tracking • A/B experiments (basic) • Feedback-driven iteration

Analytics & Experimentation

Funnel metrics • Cohort thinking (basic) • Release impact tracking • Hypothesis-driven testing • Experiment documentation

Automation & AI

AI-assisted product workflows (research, copy, UX ideas) • Prompting • Admin workflow automation • Rapid prototyping with AI tools

Technical Collaboration

API understanding • Edge-case definition • UX–engineering alignment • Android basics • SQL (basic)

EDUCATION

Vellore Institute of Technology

Bachelor of Technology
Major in Computer Science and Engineering
Cumulative GPA: 8.31

Bhopal

08/2019 – 05/2023