



ADITYA NAYAK

SENIOR PRODUCT MANAGER

PROFESSIONAL SUMMARY

Senior Product Manager with a decade of experience directing 0-to-1 lifecycles and scaling high-concurrency platforms to 5,00,000+ users across gaming, e-commerce, and bespoke SME software. Technically grounded in an early software engineering foundation, with execution focused on scoping cloud architectures, defining API integrations, and leveraging local LLMs to accelerate rapid prototyping and PRD drafting. Acts as the central execution node between backend engineering, frontend design, and performance marketing. Proven capability in bridging go-to-market strategy with rigorous system architecture, driving omnichannel conversion, and shipping constraint-driven features that directly optimise unit economics (LTV/CAC) and core business metrics.

CONTACTS

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KEY ACHIEVEMENTS

Checkout Conversion Uplift

Targeted a 4% checkout conversion uplift and >99% redemption success rate by integrating a digital gift card platform.

User Base Expansion

Scaled platform from 0 to 500k+ downloads and 3,00,000+ registrations by engineering high-frequency micro-contests.

Conversion Rate Improvement

Boosted conversion rate to 60% by optimizing onboarding flow through UX design changes.

CORE COMPETENCIES

Product Execution

Agile/Scrum Delivery, GTM Strategy, Unit Economics, 0-to-1 Lifecycle, PRD Authoring, Cross-Functional Alignment (Tech, Marketing, Design)

Technical & AI Scoping

Product Management, API Strategy, Cloud Architecture, Local LLMs (Ollama, LM Studio), Prompt Engineering (Claude, Gemini, ChatGPT), AI Workflows (ChatPRD, Replit, Kimmi)

Analytics & UX

System Architecture Design, Funnel Optimisation, Wireframing (Figma), Jira, Linear, Notion, Tableau, Mixpanel, Hotjar

EXPERIENCE

Restless Ventures Private Limited (Client: Swatch) 09/2025 - Present

Lead Product Manager

- Execution Roadmap & GTM Strategy:** Piloted a high-intent Digital Gift Card platform for the UK market to capture lost revenue from last-minute and corporate gifting segments. Defined the phased rollout, prioritising fixed denominations and email-based digital delivery while deferring physical formats and multi-provider routing.
- Technical Feasibility & Integration Delivery:** Orchestrated the system integration between Salesforce Commerce Cloud (SFCC) and Global POS/Easy2Play. Managed the asynchronous architectural flow encompassing Adyen payment capture, zero-tax class allocation, automated PDF generation, and secure PIN encryption.
- Product Experience & Edge-Case Management:** Scoped the end-to-end user journey for both senders and recipients. Formulated constraints for multi-use and partial redemptions (capped at 3 cards per basket), alongside automated retry jobs and communication fallbacks for provider downtime or email failures.
- Cost Signal & Risk Mitigation:** Engineered financial correctness and fraud prevention through velocity limits and a capture-first authorisation model, mitigating financial loss risks tied to digital asset abuse.
- Target Performance Metrics:** Positioned the capability to deliver a 4% uplift in gifting checkout conversion, targeting a >99% redemption success rate and holding payment error rates below 1%.



ENTREPRENEURIAL INCUBATIONS & EDUCATION

Indian Institute of Management, Calcutta

Incubated Product Strategist
Kolkata, India 03/2025 - 08/2025

Indian Institute of Technology, Patna

Incubated Innovator
Patna, India 03/2024 - 02/2025

National Institute of Science and Technology (NIST)

B.Tech
Berhampur, India 08/2012 - 05/2016

Delhi Public School (DPS)

Higher Secondary
Bokaro, India 05/2012 - 05/2012



PROJECTS

Tricket

<https://tricket.in/>

Gift Cards, Swatch

<https://www.swatch.com/en-gb/gifting/gift-cards-online.html>



EXPERIENCE

Tricket - Quick Commerce of Fantasy Cricket 02/2020 - 08/2025

Senior Product manager

- **Execution Roadmap & GTM Strategy:** Directed the 0-to-1 lifecycle of a Fantasy Cricket platform, positioning it as the "quick-commerce of Fantasy Cricket" by engineering high-frequency, instant-reward micro-contests that structurally reduce Time-to-Value (TTV), driving viral acquisition to 500,000+ downloads and 300,000+ registered users.
- **AI & Predictive Engineering:** Directed the development of a real-time AI prediction engine for live over-by-over forecasting, creating a continuous data feed that drove high-frequency in-play engagement and protected platform liquidity by structurally minimising the cancellation rate of live contests.
- **Product Experience & Funnel Optimization:** Deconstructed the onboarding flow via first-principles analysis, deferring KYC verification to the withdrawal stage. This reduction in cognitive load and friction yielded a 60% Install-to-Registration conversion rate against an industry average of 45%.
- **Retention:** Optimised LTV:CAC and sustained a 25-30% DAU/MAU ratio (~30K/~110K) by deploying a real-time "second-screen" feature to increase session lengths, alongside gamified loops and high-ROI referrals.
- **Technical Feasibility & Architecture:** Scoped constraints for a high-concurrency "leaderboard" architecture equipped to handle 3,000,000 registered users and peak IPL traffic spikes with zero ledger degradation or latency.
- **Commercial Strategy:** Mathematically restructured backend financial routing to absorb the 2023 28% GST mandate, successfully maintaining a 20% net platform commission post-withdrawal without altering user-facing entry fees.

Helpen IT Solutions

01/2019 - 06/2021

Project Manager

- **Product Strategy and Scoping:** Directed end-to-end lifecycles for SME clients across agritech, fintech, and e-commerce, acting as Product Owner to translate ambiguous objectives into deployable architectures via hypothesis-driven discovery.
- **Requirement Engineering:** Authored PRDs and logic flows. Translated client requirements into modular specs aligning stakeholder vision with engineering.
- **Technical Delivery and Architecture:** Managed SDLC execution, cutting MVP time-to-market via prioritization. Defined scalable API integrations and database schemas.

Helpen - One Stop Solution

02/2017 - 12/2018

Product Manager

- Bootstrapped a 0-to-1 consumer utility app, prioritising prototyping and fundamental market validation over premature scaling.
- Stripped feature bloat to isolate core utility, launching the v1.0 MVP within a strict 3-month timeline via constraint-driven planning.
- Engineered low-cost acquisition loops to secure the first 10,000 users, establishing baseline metrics to validate product-market fit before allocating capital to technical expansion.

Tech Mahindra

08/2016 - 02/2017

Associate Software Developer

- Built a core technical foundation in enterprise application development, focusing on bug resolution, unit testing, and code refactoring within standard SDLC frameworks