

PRASHANTHA TEJAS

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PROFILE SUMMARY :

Product Manager with 5+ years driving **₹12Cr+ impact** through **cost optimizations and feature launches** across SaaS and consumer products. Excel at **identifying bottlenecks, aligning cross-functional teams, and turning analytics into scalable solutions**. Thrive in ambiguous, high-growth environments, always prioritizing business and user metrics. I don't want to just launch features, I want to move business metrics!

SIGNATURE ACHIEVEMENTS:

- ❖ Delivered **₹12Cr+ annual savings** through COGS optimization and SaaS cost reduction.
- ❖ **Built and launched an AI-powered music app**, reaching 30+ musicians in beta testing.
- ❖ **Automated invoice workflows**, saving 20+ hours/month for finance teams.

SKILL SET:

- ❖ **Product Management:** Roadmapping, PRDs/BRDs, Feature Prioritization, Stakeholder Collaboration, A/B Testing
- ❖ **Data:** PostgreSQL, Google Data Studio, Re-dash, Excel, Google Sheets
- ❖ **Tools:** Salesforce, Figma, Jira, Canva, Leadsquared, Odoo ERP, Postman
- ❖ **Growth:** Funnel optimization, Campaign Analytics, Conversion Tracking
- ❖ **Analytics:** Cohort Analytics, Mathematical modelling, Dashboarding, Event tracking & analysis.

PROFESSIONAL EXPERIENCE:

❖ Junior Product Manager | Bengaluru | Design Cafe | Nov'21 - Till Date

Tools Utilised : Figma, Canva, Jira, Google Sheets, Excel, PostGre-SQL, Odoo ERP, Salesforce, Leadsquared, Google Data Studio, Re-dash.

- Planned and executed company-wide **Salesforce CRM tenant migration**. Audited workflows, unified data silos, and trained 20+ users, **cutting ₹50L annual SaaS costs** and boosting reporting reliability.
- Led COGS reduction and pricing optimization initiative, increasing **gross margin from 37% to 42%**, delivering **₹12Cr+ annual impact**.
- Designed and implemented a **project-level Budget vs. Actuals** tracking process and **analytics dashboard** using Google Data Studio, resulting in a **5% improvement in budget accuracy** through data-driven decision-making.
- Led **cross-functional launch of surcharge** passthrough (Juspay x Finance), translating regulatory compliance into a new revenue stream, **delivering ₹18L+ annually** with **zero customer drop-offs** post-implementation.

❖ Manufacturing Engineer | Lakshmi Designers, Bengaluru | Aug '19 – Aug '21

Tools Utilised : Google Sheets, Microsoft Excel, Manufacturing Plus ERP Software.

- Led ISO 9001:2015 and IATF certification programs; coordinated audits and documentation across **five-member ops team**.
- **Streamlined workflows and reduced process time** by 2 man-days/cycle, saving **₹8L annually** through process automation.

PROJECTS & STRATEGIC WORK:

❖ Freelance Consultant | [Airplane Mode by Chandana Bhagi](#) | May '25

Tools Utilised : Meta Ads Manager, WhatsApp Business, Wix, Google Ads manager, Google Analytics

- Built & launched a **fully functional marketing website** on Wix, **integrating lead forms, conversion tracking, performance analytics and SEO foundation.**
- **Led full-funnel paid campaigns** for a pilot training academy—**driving 100+ qualified leads** in 7 days with **0.85 Cost per click & 50K+ impressions.** Resulting in **4 sign ups and 3.2lac** sales.
- Optimized landing page flow, ad targeting, and **CTAs based on CPL, CTR, and drop-off metrics.**

❖ [Harmoniq - AI App](#) | Product Builder | Aug'24 | Post MVP Iteration Phase

Tools Utilised : Gemini AI, Telegram API, Python, Bolt.new, Figma

- **Built and launched an AI-powered app** for musicians, enabling **real-time audio recognition of songs, tempo, key,** and automatic **chord progression** suggestions via Telegram
- Automated the entire workflow from **audio ingestion to AI analysis and instant tips,** delivering actionable results in seconds for 30+ early users
- Currently developing the **web-based front end with bolt.new** to scale adoption and provide advanced analytics for musicians.

❖ Vendor Invoice Automation | Product & AI Automation Project | Aug'24 | Beta Testing Phase

Tools Utilised : Python, NLP, Odoo ERP, Email Automation

- **Developed an AI-driven solution** to parse vendor invoice emails and **auto-create draft vendor bills** in Odoo, reducing manual entry time from 30+ minutes to under 2 minutes.
- Designed **scalable integration with NLP-based field mapping,** achieving 90%+ accuracy and freeing 20+ hours/month for finance teams.
- Improved **invoice processing speed and reduced human errors** by automating approval workflows for pilot clients. Beta testing for the automation in progress.

❖ Product Thinking & CX Redesign | [Wakefit Case Study](#) | June '25 | Case Study

Tools Utilised : RICE Model, Journey Mapping, Kan Model, Google Slides

- Conducted teardown of my own **post-purchase experience from Wakefit,** identified key UX & ops breakdowns. Proposed scalable CX solutions using product frameworks

EDUCATION, CERTIFICATIONS & HOBBIES

❖ Education:

- ❖ R.V College of Engineering | Bachelor's of Engineering, Mechanical | 2015 - 2019 | 7.0 CGPA
- ❖ Deeksha Center of Excellence - DCFL | Pre-University - Science stream | 2013 - 2015 | 85%

❖ Certifications:

- ❖ Product Management Fellowship | NextLeap | Dec'24 to Apr'24

❖ Hobbies & Interests :

- ❖ Photography | Playing Guitar | Hiking | Playing Football | Formula 1