

K HARISH ARJUN

Senior Product Manager · AI-Powered Creation Tools · Consumer Products · 0→1 Builder · UX Research & Design · NIT Warangal

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- 8+ years building products at the intersection of **AI, user experience, and creation** — consumer apps, ed-tech, health-tech, and enterprise SaaS — with measurable business outcomes: **6.5× user retention growth**, **10× revenue scale**, and **40% efficiency gains** validated at enterprise scale across 50,000+ users. Known for designing **AI-powered workflows that make complex tasks effortless for non-technical users** — turning inputs into polished, structured outputs with minimal friction.
- AI** **AI creation tools practitioner** — both a builder and a hands-on user of AI creation tools. Shipped production AI features for 50,000+ enterprise users; designed text-to-structured-output workflows (auto-drafted responses, contextual suggestions, AI-generated diagnoses); **vibe-coded a product prototype end-to-end** using AI; and ran a POC where PM-authored PRDs directly generated code.

PROFESSIONAL EXPERIENCE

Product Manager II · Darwinbox · Hyderabad · Enterprise SaaS · 3,500+ clients globally Apr 2025 - Present
Owned the Helpdesk module end-to-end — an AI-powered creation and resolution platform serving 50,000+ enterprise end users.

- AI** **Designed and shipped AI-powered creation workflows across 50,000+ enterprise users at 3,500+ global clients** — **AI Assistant** auto-drafts contextual responses, generates structured diagnoses, and surfaces resolution suggestions; **Super Agent** resolves queries before they become tickets. Validated to save **40% of human agent time** — eliminating 2 in 5 support interactions entirely.
- AI** **Led Helpdesk's UX revamp** to make a complex enterprise tool effortless for non-technical users — managed conflicting priorities across **39 client organisations varying in size, industry, and HR maturity**. Ran the module's largest-ever client engagement: **11 city visits, 100+ product gaps surfaced**; used usage metrics and feedback loops to drive prioritisation and adoption.
- AI** **Led end-to-end discovery and product definition for a new Employee Relations module** — identified the problem space, conducted primary research across enterprise clients, built the business case (market analysis, competitive benchmarking), and **vibe-coded a validated prototype** using AI tools. Navigated **CPO, sales, and finance approval** to greenlight the product line. Engineering build in progress; market opportunity: **\$500K ARR potential**.
- AI** **Designed Helpdesk's knowledge/context graph** with 16 entities and 80 evaluation metrics — the structured knowledge layer that powers AI-driven, context-aware creation outputs. Ran an AI dev POC: structured PRDs generated functional end-to-end code.
- Led cross-functional pod** (engineering, design, QA, client success) to **100% on-time, zero-defect releases** — managed competing priorities across CPO/CTO direction, 3,500+ enterprise clients with varying needs, and engineering velocity; tracked adoption metrics to drive continuous iteration at global scale.

Product Consultant · Vishwa Samudra Engineering · Hyderabad · Construction Tech · \$350M+ turnover Mar 2023 - Jan 2025

- Built a SaaS product **0→1** from scratch — designed end-to-end user workflows for non-technical field users; digitised **\$11.5M** in quarterly operations; reduced incidents to **<10/quarter** and fatalities to **zero**.
- Led a team of 10 reporting to the MD; drove digital transformation across a 10,000+ employee conglomerate; owned product roadmap and monthly cross-functional releases.

Senior Product Manager · Phable Care · Bengaluru · Consumer Health-Tech Jun 2022 - Jan 2023

- Defined consumer product strategy from **40+ user interviews**; navigated competing priorities between doctors (supply-side), patients (demand-side), ops, and leadership to ship a **patient queue experience** that grew weekly retention **6.5× (10% → 65%)** — direct measure of engagement and delight at scale.
- Built a payments product cutting Ops TAT **66s → 28s** — outcomes driven by data analytics and iterative delivery.

Entry-level Product Manager · Edureka and Cuemath · Bengaluru · Consumer Ed-Tech Nov 2019 - Jun 2022

- At Cuemath:** Led a **consumer product** growth pod — from **50+ parent interviews** and a 300-user pilot to shipped features; raised demo-to-enrollment conversion **18% → 29%**, cut TAT **30% (2.9 → 2.02 days)**. Used analytics and feedback loops to iterate fast.
- At Edureka:** Built consumer-facing enrollment product **0→1**; scaled revenues **10× (₹500K → ₹5M)** in 6 months; optimised acquisition funnels, improving learner sign-ups by **50%**.

Regional Sales Lead · Treebo · Bengaluru · Hospitality Tech Mar 2017 - Jul 2019

- Led a team of 10; grew revenue **₹1.8M → ₹4.7M** in 6 months; onboarded 150+ clients; reduced sales outstanding 100 → 55 days.

Co-founder · WhatsDplan · Hyderabad · Consumer Event-Tech Mar 2015 - Mar 2017

- Built and launched a **B2C consumer creation app** (event discovery + planning) as product & growth lead — **5,000+ installs**, 100+ MAUs; signed MoUs with Zomato and EventsHigh; grew revenue **₹0 → ₹50K MRR**.

EDUCATION

MBA - SSSIHL, Puttaparthi 2011 - 2013
TATA Business Leader Award: Runner-up · CGPA: 7.32

B.Tech., ECE - NIT Warangal 2007 - 2011
AIEEE AIR: 488 · IITJEE AIR: 3,135 · CGPA: 7.95

LEADERSHIP & CORE COMPETENCIES

AI Product & Creation Design: AI-assisted creation workflows, text-to-structured-output design, multimodal product thinking, generative AI feature design, vibe coding, knowledge graph / context layer design, AI dev POC methodology

User Research & UX Empathy: Deep empathy for non-technical users, 100+ field interviews, workflow design for non-designers, usability research, feedback loop design, primary and secondary research, competitive benchmarking

Consumer Growth & Data: Engagement, retention, and conversion metrics, funnel analytics, data-driven prioritisation, A/B testing and iteration, product-led growth, traffic and satisfaction tracking

Cross-Functional Pod Leadership: Engineering, design, marketing, SEO, and research alignment; managing up to CPO/CTO; building conviction without authority; 0→1 to scale product delivery