Kaamayni Vyas

Product Manager (Discovery & Growth)
Bengaluru · Open to Hybrid

+917400406667
kaamayni@gmail.com
Portfolio Site LinkedIn Link

PROFILE

Product-oriented strategist with 7+ years of partnering with founders and cross-functional teams across 30+ brands. My edge has always been the psychology of human choice: reading users before the data confirms it, and understanding the trade-offs behind their decisions. I translate that behavioural instinct into crisp product logic, measurable outcomes, and features that eliminate funnel friction. While I build hands-on with AI tools, my real leverage is my intuition for what not to build. Looking for PM roles where AI is one of the tools in the stack, not the whole answer. Best suited for teams building consumer apps, digital platforms, or modern media, and solving for adoption, distribution, or behavioural retention.

CLIENT PORTFOLIO

ABFRL (comms planning), Prava (consumer segmentation study), Azorte (consumer discovery & insights), Swadesh (positioning for 0-to-1 launch), Zouk (positioning workshop & roadmap), Project Eve (scalable content system), Kra (user research & value proposition), Terra Origin US (awareness & content strategy), John Players (value proposition & insight synthesis), Bingo (focus group research oversight), Besharam (quantitative research analysis), Accord (brand roadmap), FOP Trust (positioning & fundraising strategy).

Featured on the site: Trends, Trends Footwear, Myntra, Zalora, Edgeverve AI Next (Infosys), Fireball Whiskey, Coreyo, Performax, Delishaas, Pavilion Picks.

SKILLS

- **Product Discovery & Strategy:** User Research, Continuous Discovery, Product Vision Definition, Jobs to Be Done (JTBD), Opportunity Solution Trees, Insight Synthesis, Problem Framing, Value Proposition Design, Competitive Analysis, Ambiguity Management.
- **Product Execution & GTM:** Lean PRDs & Product Briefs, Roadmap Prioritisation (RICE, ICE, Kano, WSJF), User Journey Mapping, Wireframing (Figma), GTM Strategy, Cross-functional Requirements.
- **Metrics, Growth & Experimentation:** Success Metrics Definition (AARRR, HEART, North Star, Growth Loops), Funnel & Cohort Analysis (Mixpanel, Amplitude), A/B Testing, Retention & Activation Analysis, Conversion Rate Optimisation (CRO), SQL Fundamentals.
- **AI-Native Craft:** AI-Assisted Prototyping (Lovable, Claude, Codex), Agentic AI Scoping, LLM Workflows, System Prompt Engineering, Human-in-the-Loop Design.
- **Behavioural Science:** Choice Architecture, Fogg Behaviour Model, Hook Model, Nudge Design.
- **Leadership & Collaboration:** Founder & C-Suite Partnership, Cross-functional Leadership (Product Trio), Stakeholder Management, Strategic Storytelling, Influence without Authority.

EXPERIENCE

Product Work | Jan '26 - present

(selected builds and case studies alongside Ayuda PM training)

- Ad Compass: Built an AI decision agent that recommends when and how much ad capital D2C founders should route, using live ROAS, inventory, and cash-cycle signals; human-in-the-loop override design with inventory-risk guardrails.
- Unmake (Demand aggregation): Built a Gen-AI product prototype orchestrating vendor pickups at cluster-density triggers, solving two-sided supply-and-demand economics with one mechanic.
- Uber x NEMT (Product Strategy): Ran 0-to-1 viability analysis for market expansion using opportunity-solution-tree methodology to size the problem space and pressure-test entry assumptions.
- Feature Design (Zomato Order Transparency, YouTube Watch Later 2.0): Applied JTBD framing and hypothesis-driven redesign to diagnose friction and rework feature flows.

Brand Strategy Head | Jan-June '25

Clevertize, India

- Designed and productized an internal AI-enabled brief-generation workflow tool, reducing team time-to-market by 30% and streamlining collaboration across creative, media, and marketing squads.
- Led product discovery and user persona mapping for a new app launch; behavioural insight synthesis drove sharper product positioning, achieving 70% target conversion, 116K+ user clicks, and CTR well above category average within 3 months.
- Co-led new business pitches across high-growth sectors, winning 3 pitches (40% hit rate) in 6 months and contributing to a 25% increase in agency projected revenue; managed ~₹1.5cr in contract value.
- Owned pitch decks and client proposals, translating ambiguous founder briefs into requirements cross-functional teams could execute.

Strategy Director | Sep-Nov '24

Chrysalis Services (social sector consultancy), India

- Collaborated with founder on monetization strategy and business model innovation, mapping user value propositions to unlock a new revenue stream projecting 15% profitability lift.
- Led cross-functional teams to deliver client proposals and annual reports; improved proposal-to-conversion rate by 20% by tightening problem framing and evidence structure.
- Owned senior client relationships, using structured decision-frameworks and social proof to accelerate stakeholder alignment and reduce escalations.
- Built end-to-end content strategy for a rare disease NGO fundraiser (Milaap, GiveIndia platforms), including donor journey design and conversion optimization.

Senior Strategy Manager | Mar '23 - Aug '24

Hybrid Mumbai (remote ad agency), India

- Led business pitches for this 0-to-1 agency with ~₹0.7cr revenue potential, owning end-to-end proposal design and working directly with founders to translate vision into deliverable roadmaps.
- Facilitated stakeholder workshops and research deep-dives to sharpen GTM planning, reducing go-live cycles by ~25%.
- Managed end-to-end project delivery for multiple large-scale brands (~₹0.5cr contract value); strengthened requirement clarity and cross-functional alignment across teams.

Junior Strategic Planner | Apr '21 - Feb '23

Brave New World, Bengaluru, India

- Managed 7+ concurrent projects across large-scale and niche brands (~₹4cr overall contract value), achieving >95% deadline adherence and 100% client retention.
- Defined campaign roadmaps that drove ~30% conversion rate improvement on influencer/celebrity-led launches.
- Delivered 3+ insight and research decks per month across brand, category, and consumer domains, driving ~15% lift in brand awareness metrics.
- Introduced structured agile practices across 5 cross-functional squads, accelerating decision-making and creative development speed by 50%.

Curiosity Manager | May '20 - Mar '21

Pandemic Career Break & Strategic Upskilling

- Behavioural Science & Economics: Rory Sutherland (Ogilvy), foundational grounding in choice architecture, nudge theory, and applied behavioural economics.
- Strategy & Systems Thinking: Strategy Finishing School (Julian Cole), Cultural Movement Thinking (internship masterclass with Strawberry Frog NYC), systems-level problem framing and positioning craft.
- Data & Effectiveness: Big Data & AI in Marketing (Circus Street London); studied best-of-best effectiveness case studies by participating in awards like IPA (UK) and Effie (Canada).

Marketing Consultant (Internship) | Jun - Aug '19

Occupational Therapy Tanya Hartfield, Nottingham, UK

- Ran 15+ user interviews and extensive secondary research to diagnose a core healthcare business problem in the UK; collaborated with a global cross-functional team to synthesise insights, define the problem space, and align on solution hypotheses.
- Led evidence-backed GTM recommendations, improving strategic clarity by ~25%; delivered a budget-aligned marketing and media plan adopted by the client.

Account Manager | Mar '17 - May '18

COLORKETTLE Brand Solutions Cafe, Mumbai India

- Managed 5+ key accounts (Hershey's, Jolly Rancher, CavinKare, VLCC, Marico) as single point of contact across stakeholders; translated ambiguous briefs into structured requirements through consumer and market insight-gathering, contributing to 100% client retention and ~2x improved output.

EDUCATION

MSc Advertising and Branding,
Nottingham Trent University, United Kingdom

PGDM Communications Mgmt
Shanti Business School, Ahmedabad, India

Bachelor of Commerce
H.L. Commerce College, Ahmedabad, India

COURSES

Product Management + AI
Ayuda by Malay Krishna (project work shown above)

Generative AI Engineering
IBM x Coursera

Behaviour Economics
Rory Sudherland x Ogilvy