

VINAY KRISHNAN

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SUMMARY: Customer-obsessed and data-driven PM with **5+ years of experience** across real-money gaming, live video streaming, and interior design industries. Skilled in launching products from 0 to 1, creator economy, retention, and monetization.

PROFESSIONAL EXPERIENCE

Product Manager, Head Digital Works (Cricket.com)

Feb 2024 – Present

*Successfully launched and improved the acquisition & retention of Cricket.com's RMG application and website, catering to a user base of **1 million+ users** during the IPL 24 season.*

- Boosted user engagement and retention by **localizing content for Hindi-speaking users** and launching short-form video content.
- Enhanced organic traffic and search engine visibility by **optimizing content and site structure** through targeted SEO strategies, resulting in a **200% growth** in active users.
- Enhanced user journey and onboarding experience to **boost funnel conversions**, achieving a **16%** uplift in user registrations and an **8%** increase in KYC completion rates.
- Developed a purchase bundle recommendation feature, significantly **increasing the average purchase amount** (18% increase).
- Established and managed advertising monetization by integrating **Google Ads Manager** and fostering partner ad relationships.

Product Manager - Loco

Mar 2021 – Nov 2023

*Owned and managed the **Streamer Dashboard (20k DAU)**, a platform for creators to manage their Loco channels, track performance, and optimize content, and **Loco Studio (8k DAU)**, a platform for creators to go live, manage, and monetize their live streams.*

- Orchestrated a six-month product roadmap, backlog, and sprint planning, ensuring the timely delivery of **20+ new features**.
- Led the development of Loco Studio, an Android app for creator streaming, resulting in a **45% increase in DAU**, a **20% boost in onboarding conversion**, and a **10% rise in D30 retention** within the first six months.
- Worked on improving payments and KYC feature, achieving an **85% reduction in payment processing time**, a **25% increase in successful KYC verifications**, and a **10% decrease in payment failures**.
- Launched a Chat Moderation feature with an **ML-driven profanity filter**, reducing chat discard rates from **40% to 18%** within three months.
- Led the integration of trigger-dependent transactional messaging via WhatsApp and email, improving streamer onboarding conversion funnel to **12%**.
- Pioneered a Streamer Incentive Program, enabling organic streamers to monetize their content, contributing to **55% of Live Watch Hour generation** and maintaining an average of **90% of overall streamers** monthly.

Business Development Manager, Rheo

Mar 2020 – Mar 2021

- Implemented **web scraping techniques** to augment lead quantity and quality.
- Introduced and expanded support for the Malayalam language category, which accounted for **one-third of the DAU** and achieved the **highest retention rate (D30 > 30%)** among all languages.
- Developed and enhanced the **Audio Chat Room feature**, driving a **25% increase in average session duration**.

Management Trainee, Livspace

Jul 2019 – Feb 2020

- Enhanced market intelligence through strategic analysis, mapping potential key accounts, and **optimized lead quality prioritization**.
- Pioneered a referral marketing program targeting existing clientele, driving significant lead generation and achieving a **4% conversion rate**, resulting in **4cr BGMV (Business Gross Merchandise Value)**.

EDUCATION

B. Arch, **Indian Institute of Technology, Roorkee (IIT Roorkee)** : 5.6 CGPA

2014 - 2019

ACHIEVEMENTS & RECOGNITIONS

- Recognized as the **Best Performer of the Year** in the product team at Loco 2023.
- Elected as **Counselor** for the Student Affairs Council and **Editorial Team Member** for Watchout News Agency at IITR.

TECHNICAL SKILLS

- **Data Analysis:** SQL, Metabase, Amplitude Analytics, Mixpanel, AWS Athena, Retool
- **Project Management & Collaboration:** Jira, Excel, Google Sheets, Trello, Asana
- **Design & Prototyping:** Figma
- **Methodologies:** Agile, Scrum, Product Roadmapping, User Research, A/B Testing, Product strategy, prompt engineering, AI tools