

Nikita Singh

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SUMMARY

Associate Product Manager Intern with **1.5+ years** of experience across **PARK+** and **WISHFY**. Specialized in **E-Commerce, PaaS**, and **user engagement** products including **gamification**. Experienced in end-to-end product execution, collaborating with **cross-functional teams**, and leveraging **data-driven insights**.

EDUCATION

IIT Patna (Indian Institute of Technology)

Agentic AI Product Management Certification Course

India

Jun 2025 – May 2026

BIT

Master of Business Administration (MBA), Finance

India

Jun 2021 – Jun 2023

EXPERIENCE

Associate Product Manager Intern

Wishfy Technology

Noida, India

Jan 2024 – Present

- Automated order tracking & shipping workflows **by integrating system checks and reducing manual steps**, enabling 3,237 monthly orders with fewer errors.
- Enhanced product search **by refining filters and query logic**, resulting in a **9% increase in order volume**.
- Optimized funnel conversion **by running structured A/B tests on checkout flows**, achieving a **7% rise in conversions** and **11% higher CTR**.
- Scoped and QA'd Razorpay integration **by defining requirements and validating payment flows with engineers**, reducing failures by **13%** and enabling 1.97L monthly collections.
- Boosted retention **by redesigning app navigation in collaboration with the design team**, reducing checkout clicks from 7 → 4 and increasing retention by **17%**.
- Launched an **MVP** for gardening services **by validating demand and releasing a test version**, leading to **23 services booked in 15 days**.

Product Management Intern

Park+

Gurugram, India

Jun 2023 – Dec 2023

- Discovered product opportunities **by conducting 217+ user interviews and competitor analysis**, uncovering key gaps in parking and community features.
- Improved user retention **by launching an additional quiz level in gamification**, resulting in a **5% increase in Day-2 retention**.
- Shipped 'Sell Car' feature **by drafting PRDs, wireframes, and aligning design, engineering & CARS24 stakeholders**, ensuring a smooth rollout.
- Reduced drop-offs **by refining parking discovery filters & flows**, achieving an **11% improvement in search-to-booking completion**.
- Enhanced product visibility **by designing in-app banners and placement experiments**, leading to a **7% increase in feature adoption**.

SKILLS

Product & Strategy: Product Management, Roadmapping, PRD, Agile, UAT

Growth Domains: E-Commerce, PaaS, Gamification, Product Launch

Design & Prototyping: Wireframing (Figma, Visily), User Flow Optimization

Data & Analytics: SQL, Metabase, MoEngage, Excel, Power BI, Data Analysis, Tablue

Collaboration & Tools: Agile, Jira, Confluence, MS Office, PowerPoint