

RESUME

ARTHI ANNAMALAI

Associate Product Manager |
Product Analyst | Business
Operations

SKILLS

- Product Strategy
- User Research
- RCA & Metrics
- Guesstimates
- KPI Trees
- PRDs & Flows
- Agile
- HTML, JS, Tailwind
- Next.js, API Routes & MySQL

TOOLS

- Whimsical
- Miro
- Figma
- JIRA
- Slack
- Clarity
- GitHub Copilot
- Automation Tools

EDUCATION

- MBA — University of Toledo, Ohio, USA & PSG Institute of Management, Coimbatore
- B.Com — PSGR Krishnammal College, Coimbatore

CERTIFICATIONS

- Product Management Fellowship — Next Leap, Bangalore
- TEFL — The TEFL Academy, UK

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Portfolio: <https://arthideepak.me>

ABOUT ME

Product-oriented professional with 10+ years of operations and user-facing experience as a preschool co-founder, owning workflows, user experience, and metrics. Formally trained in Product Management at NextLeap with hands-on work in user research, PRDs, KPIs, and analytics. Backed by full-stack development experience (Next.js, APIs) and seeking Product Manager, Product Analyst, or Growth roles.

EXPERIENCE

Product Management Fellowship — Next Leap Bangalore (2025)

- Built end to end PRD with user research & interviews problem statements, KPIs, workflow, personas, user journeys, metrics, high level system design, prioritized features, wireframes, prototypes, and product documentation.
- Solved business cases, projects and assignments mentored by industry experts through live interactive sessions.

Co-Founder — Nakshatra Pre School (2014–2024)

- Oversaw parents handling, operations, marketing & promotions for 10+ years
- Managed communication and service workflow for 1000+ parents by streamlining, work flows, setting different metrics.
- Created structured SOP that reduced operational dependency by 80%

PROJECTS AND PRODUCT TEARDOWNS

1. Reduce user frustration in WhatsApp message retrieval -Product improvement
2. Increase ChatGPT Voice Mode in mobile app — Growth analysis
 - Conducted research to understand adoption barrier for voice based interactions,
 - Built personas, journeys, KPI tree, Defining the problem statement, ideation, feature building as a solution, defining metrics, user flows, wireframes, prototype, system design and documented PRD.
3. Product teardown on cleartrip.com and coursera covering target users and personas, user journey, high level system design, problem it solves, features and solution, metrics, user pain points, recommended prioritized features using RICE.

For detailed decks please refer to my portfolio site : <https://arthideepak.me>

PRODUCT DEVELOPMENT EXPERIENCE

Memlay — Built AI Personal Journal App

- Identified need for emotional insight journaling for adults with busy routines
- Designed voice first journaling flow, reducing typing time by 70%
- Defined product scope, user journeys, success metrics, and PRD
- Built voice-first journaling web app using Next.js, API Routes, SQLite & OpenAI API to capture emotions in a good way.