

# ADITYA TEJA BHIMAVARAPU

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**SUMMARY:** Built & launched top products on ProductHunt with master's degree from Carnegie Mellon

- Product Manager and Startup Founder with **5+ yrs exp** across Product Management, Banking, Technology Consulting
- Built, Shipped ProjectsYard.com: **Product Hunt Top 10 of the day**; 3k+ visitors, 1k+ users; strong product market fit
- Built Atlas AI: Gen AI Platform to reduce onboarding friction with digital twin: Y Combinator application, Pilot Customers
- MS in Product Management from Carnegie Mellon University; MBA from Indian Institute of Management.

## WORK EXPERIENCE

### Projects Yard - Founder, AI Product Manager

01/2025 - 02/2026

- **Growth & Acquisition:** Onboarded 1000+ users, 3000+ visitors and 17,000+ page views by orchestrating a multi-channel GTM strategy combining University Career Centers, Product Launch (#8/ 400+) and offline booths.
- **Market Research:** Conducted market research (100+ students, 10+ recruiters) and identified gap: Portfolios & Projects take time to create, have low discoverability. For recruiters, it's difficult to assess skills using just resume
- **Product Innovation:** Built platform projectsyard.com, a portfolio aggregator and project showcase tool where candidates can display projects in STAR format case studies and build entire portfolio pages in under 15 mins
- **Product Leadership:** Spearheaded from conception to launch, initially developing the full-stack solo before leading cross-functional team of 3 to deliver a platform with strong product-market fit serving tech professionals, recruiters

### PNC Bank - Product Manager Consultant

08/2025 – 12/2025

- **Customer Research:** Led mixed-methods discovery (surveyed 90+ SBOs, interviewed 10) to quantify pain points of Small Business Owners in managing finances. Analyzed 16 competitors & articulated a Service Void - SBOs lacked predictive advisory tools, repositioning the banking app from neat dashboards to differentiated AI-driven guidance.
- **Rapid Prototyping:** Iterated quickly on customer feedback using rapid UX Prototyping on Figma and Claude Code
- **Product Strategy & Roadmap:** Unlocked a \$2 Bn + opportunity, translated insights into PRDs, service blueprints, and a prioritized backlog; aligning design, data science, & business stakeholders on scope, metrics. **Patent Pending**

### ICICI BANK - Manager, Corporate Banking

04/2023 - 11/2024

- **Customer Focus:** Managed a portfolio valued at \$650M comprising of 45 large corporations including Fortune 20 companies by effectively aligning service to client needs, resulting in annual revenue of \$7M.
- **Product Owner for Payment Processing Tool:** Led end-to-end product development of REST API-based system to automate cross-border payment reconciliation across 60+ currencies. Collaborated with engineering to define system specifications and compliance requirements (KYC/AML), reducing processing time by 25%.
- **Problem Solving & Growth:** Initiated a multi-country taskforce, creating a sales funnel strategy of partnering with foreign companies before their India entry, by clearly identifying and mapping client touchpoints. Scaled to onboard 15 Fortune 500 companies (Micron, Foxconn) in year 1 growing portfolio by \$190M in FY 2024.
- **Communication & Impactful Presentations:** Delivered 26 C-Suite business presentations, effectively influencing strategic decisions with clear insights on portfolio growth.

### GALDERMA - Marketing Intern

04/2022 - 07/2022

- **Market Research:** Performed a deep-dive analysis of acne market by conducting 900 interviews and 10 focus groups resulting in crucial insights about the purchase drivers and impact of sales channel on willingness to pay.
- **Marketing Strategy:** Helped formulate positioning and communication strategy for 4 acne care products – cleansers, face wash and moisturizer based on consumer preferences based on primary & secondary research.
- **Product Launch:** Launched campaign for face cleanser, wash, and moisturizer by benchmarking product to establish positioning. Resulted market share of 2-3.5% in first year of launch.

### CAPGEMINI - Senior Analyst

10/2020 - 10/2021

- **Big Data Development:** Contributed to development of data warehouse to predict credit card default probability by using fine-tuned gradient boosting model implemented on Apache Spark improving the model accuracy by 3%.
- **Business Process Automation:** Developed program in PySpark to streamline and semi-automate code documentation, making it more intuitive for users and saving over 1K man-hours annually per team.

Programming Experience: SQL, Python, Java, Scala; Tools: Excel, Oracle 8, Apache Hive, Spark, ETL tools like Ab Initio

## EDUCATION

**CARNEGIE MELLON UNIVERSITY**, Master of Science in Product Management – **MSPM**

**GPA: 3.7/4** 12/2025

**INDIAN INSTITUTE OF MANAGEMENT**, Master of Business Administration – **MBA**

**GPA: 3.7/4** 03/2023

Awards: Best Rated Intern at Galderma, National Finalist in Unilever's TechFest Case Competition, Top 200 in Tata Imagination Challenge out of 85,000 participants, a total of 11 case competition accolades across 2 years

## RECENT AI PROJECTS

**Generative AI Based Knowledge Platform** – Developed and Shipped a Gen AI Platform to preserve org & tacit knowledge during employee transitions (\$50B Market Opportunity). Designed scalable architecture for 200+ users and 1M artefacts. Pilot test with 17 users showed 85%+ knowledge retention(vs 50% traditional methods) **Patent Pending**