

Achal Tiwari

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SUMMARY

Product Manager with 3 years' experience shipping AI-powered consumer products from 0-1 across web and mobile. Track record of taking products to profitability, scaling to 10K+ users, and owning the full lifecycle from discovery and PRD through launch, analytics, and monetisation. MBA in AI for Business (BITS Pilani).

SKILLS

Agile Methodologies, Scrum, Roadmapping, Product Lifecycle, Data Analysis, Stakeholder Management, A/B Testing, MoSCoW Prioritization, Market Research, User Experience, Product Strategy, Cross-Functional Team Leadership, SEO, SQL, Python, Django, JavaScript, JIRA, Confluence, Google Analytics, PostHog, Figma, Whimsical, Semrush

WORK EXPERIENCE

Infinity Learn (Team Black / I3W - AI Product Wing)

Oct 2025 - Present

Associate Product Manager

Noida, India

- Drove 0-1 development of two products - **InfiNotes** (AI study-notes web platform) and **Infi** (voice-first Hinglish AI study companion, React Native + Gemini Live) - owning the full lifecycle from PRD to launch across web, iOS, and Android.
- Scaled InfiNotes to **10,000+ registered and 1,000+ paying users at 12.9% free→paid conversion** ($\approx 3\times$ industry avg), reaching profitability in **5 weeks with zero marketing spend** via 99-249 micro-pricing.
- Grew organic acquisition to **100K+ monthly traffic** by building the SEO/GEO foundation and remediating a technical-SEO gap audit, with analytics stood up on GA4 + PostHog.
- Launched Infi to **0→25K installs in 8 weeks with 30% Day-7 retention**, defining the North Star (Weekly Active Learners) + RAE analytics framework and a multi-agent architecture (doubt-solving, homework, nudge, retention hooks).
- Designed the “**Sparks**” **token economy** (tiered IAP packs 49-199 on Google Play Billing + Apple IAP) hitting **8% paid conversion**, plus age-tiered safety guardrails validated via red-team evals.
- Opened a **B2B/B2G distribution lane** – packaged NEET mock-tests for government education departments via coupon-based partner integrations, defining roadmap priorities with the **MoSCoW** framework (1Cr+ institutional pipeline).

GeeksforGeeks

Oct 2024 - July 2025

Associate Product Manager

Noida, India

- Owned the end-to-end **product lifecycle** of an **AI-powered SEO Suggestion Tool** within the internal CMS, leading to a **37%** increase in daily content publishing and **44%** faster editorial cycles.
- Conducted **A/B testing** and post-launch analysis using **Google Analytics** to measure feature adoption and retention; daily active contributors and satisfaction scores rose by **25%**.
- Drove data-driven decisions that aligned product goals with business outcomes, contributing to a **33% uplift in revenue (9L to 12L/day)** and a **35%** spike in peak real-time engagement.
- Led B2B collaborations with **30+** universities to ship personalised assessment platforms, defining user personas and workflows that scaled institutional engagement by **30%**.
- Drove product strategy for **AI/ML** based features through competitive analysis, **stakeholder management**, and user experience studies, contributing to sustained organic traffic growth.

GeeksforGeeks

Mar 2023 - Sept 2024

Member of Technical Staff

Noida, India

- Improved UI/UX with JavaScript, HTML/CSS, and Django, cutting bounce rate by **12%** and lifting engagement by **18%**.
- Drove **SEO** via Semrush and Ubersuggest, growing organic traffic by **20%** and click-through rates by **15%**.
- Optimised load time and responsiveness, improving Core Web Vitals and search rankings.

EDUCATION

Birla Institute of Technology and Science (BITS) - Pilani

July 2025 - Aug 2027

MBA in Artificial Intelligence for Businesses, Work Integrated Learning Program

Dr. A.P.J. Abdul Kalam Technical University

Aug 2019 - Jun 2023

B.Tech in Computer Science and Engineering

CGPA: 8.4/10.0

ACHIEVEMENTS

- Completed the **NextLeap Product Management Fellowship** with 70% marks.
- Ranked among the top **2,500** out of **100,000+** participants in Infosys HackWithInfy.
- Achieved a **99.6/100** score in Programming in the TCS NQT assessment.