Kaustav K Bose

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Entrepreneurial, user-centric & data-driven Product Manager. Listen to a quick A/V summary of my profile at: youtu.be/Y7Cx0lHKISs

Relevant Experience

Director of Product: Growth, Consumer Experience & Payments

OYO Hotels and Homes (Bengaluru, India)   Jan 2022 – Present

OYO is a leading global hospitality network of hotels & homes. Currently lead a team of 4, collaborating with Design, Engineering & Data Science. Working on growth products, Gen-AI initiatives, the payments system & content features on consumer platforms.

- Redesigned the referral construct & flow, emphasizing retention, netting $450K ARR & improving burn to revenue ROI by 15%.
- Streamlined the product portfolio by retiring 3 products & deploying in-house fraud detection, safeguarding $470K annually.
- Launched LLM-assisted reviews & improved review sorting using ML, growing review submissions by 30% & $850K ARR uplift.
- Introduced 2 acquisition products: a railway enquiry feature & a trip planner using LLMs, boosting new user DAU by 5%.
- Optimized Image Sequencing on the product pages with Reinforcement Learning, growing CTR by 6% & $1.2Mn ARR.
- Refined the payments flow by pre-selecting the payment mode using ML, boosting payment success by 21% & $1.6 Mn ARR.
- Fixed hotel navigation using centroid triangulation (geolocation) & LLM (address), netting $180K ARR & 50% lower escalations.

Principal Product Manager

Interactyv Pvt Ltd - Acquired by OYO (Bengaluru, India)   Mar 2021 – Dec 2021

Interactyv was a Content Commerce B2B2C SaaS for Digital Platforms, acquired by OYO within 10 months of founding.

- Co-founded the company, raising $40K in angel funding & scaling to $50K in annual recurring revenue in 8 months.
- Led a team of 4, shipping 3 products in 6 months: a low-code Interactive Feed, a Video Story Widget & content analytics platform.
- Grew our customers' revenue ~18% & engagement ~12%, by iterating the product using interviews, heatmaps & A/B tests.
- Deployed & managed a feature & service tracker, accelerating issue resolution by ~2.5x & creating visibility of the roadmap.

Product Consultant (Freelance)

WondrTech | OtterTV | Wakaw.Live (Singapore)   Jan 2020 – Feb 2021

Defined product strategy, built scalable design systems & drove product development through comprehensive market & user research.

- Wondr: Launched a web platform enabling agility & traceability of the fashion supply chain. Shipped a trend research module, analytics, inventory tracker & design builder. Iterated features via interviews with key stakeholders from major fashion chains.
- OtterTV: Built a shortform video platform, enabling video commerce for individuals & MSMEs via livestreams & short videos.
- Wakaw.Live: Developed the feature roadmap, product design & physical kiosks for an Augmented Reality popup store startup.

Experience Designer

Tata Elxsi (Bengaluru, India)   Jul 2015 – Jun 2018

Tata Elxsi is India's largest UX & product design org, a part of the Tata group. Part of the Service Design team for public infrastructure.

- Optimized pedestrian & transit flow, easing congestion by 5-20%, transit time by 5-15% & doubling passenger NPS by applying service design, resulting in $100-300K annual savings for airports, hospitals & MRT systems. Designed the App for Kochi Metro.
- Digital Product design for a TV set-top box, an AR infotainment app for children & Automotive HMI (Human Machine Interface).
- Created & executed 6 design proposals, successfully winning bids of ~$1.1Mn for the company.

Additional Experience

Founder-in-Residence (Entrepreneurship Fellow)

Entrepreneur First (Singapore)   Jun 2019 – Dec 2019

EF is the world's foremost talent investor & idea-stage incubator. I received S$30K funding as one of 100 finalists from ~3000 across 12 countries. Pitched 4 startups to VCs, validating PMF via 65 user/stakeholder interviews, 7 prototypes, & 12 expert workshops.

Computational Designer (Various Organizations)

Edifice Consultants (Nov 2020 – Aug 2021) | **DP Arch.** (Jun 2014 – Jul 2015) | **ASG Assoc.** (Jun 2013- Jun 2014)

Designed spaces using computational methods, built custom python scripts for spatial parametric design & drove adoption of agile.

Education

M.Sc. - National University of Singapore (CPI – 4.4/5)   Jun 2018 – May 2019

Degree in Sustainability & Performance of the Built Environment. Focus Areas: Data Science, IoT & Smart Buildings.

B.Arch. - Birla Institute of Technology, Mesra (CGPA – 7.8/10)   Jun 2008 – May 2013

Focus Areas: Empathy, Contextual Inquiry, Primary & Secondary Research, User Centric Design, AR/VR applications in Design.

Skills and Certifications

Competencies: Product Strategy, Market Research, Roadmaps, Data Visualization, Analytics, Experimentation, APIs, User Testing

Tools: SQL, GA, Looker, Amplitude, Figma, Adobe Suite, Miro, Mailchimp, JIRA, Typeform, Python (Pandas, NumPy), HTML+CSS, JS

Interaction Design Foundation: User Research, UX, Design Thinking, User Psychology, Gamification, Usability, XR Design

Coursera: AI Product Management (*Duke University*); Digital Product Management (*Univ. of Virginia*)