

DEEPANSH VASHISTH

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Product Manager with 6+ years of experience shipping products in high-growth environments, including owning end-to-end product development at a Series C healthtech SaaS company. Combine deep qualitative research with behavioral data (SQL, Mixpanel, Amplitude) to identify user problems and ship solutions that move retention, acquisition, and engagement metrics. Focused on PM roles at consumer-first companies where user psychology and growth mechanics intersect.

EXPERIENCE

HealthPlix | Jun'18-Jun'24

A Series-C funded health-tech SaaS platform for end-to-end practice management of doctors in clinics

Associate Product Manager | Apr'22 - Jun'24

- Collaborated with the CEO to lead product walk-throughs with **15+ Investors**, including Avataar Venture, SIG, LightSpeed, and Sequoia, during the **Series C (\$22 million)** funding round.
- Conducted 60+ user interviews to identify gynecology as a high-opportunity segment; launched India's first gynecology-specific EMR (0-to-1), **driving 10% improvement in doctor demo-to-activation conversion** within 3 months.
- Instrumented user funnels using SQL and Mixpanel, surfaced that ~30% of doctors contributed to <50% of wallet share due to specialty relevant workflows, informing roadmap reprioritization that **drove 8% increase in active usage** post-launch.
- Collaborated with engineering, design, QA, and customer success to ship 100+ critical fixes, **scaling** the new re-architected platform to **10,000+ doctors in 6 months** with **>95% retention**.
- Launched 'Share Google Review Link' feature to **maintain competitive parity**, driving a **75% win-back rate** from competitors through improved user experience.
- Designed and owned refer & earn growth loop end-to-end — acquisition, conversion, and payout mechanics — **unlocking 15% additional monthly lead volume**, reducing junk leads by 90%, and **lowering referral costs by 30%**.
- Navigated complex stakeholder requirements to customize the product for Government of Goa partnership — unlocking government hospital acquisition channels.

Manager - Business Operations | Jan'21 - Mar'22

- Spearheaded a 4-member team leading the quality control process for a 100 member Inside Sales team to drive performance consistency, achieving >90% process compliance and **above 50 Sales NPS score** month on month.
- Built webinars as a channel for lead gen and **generated over 5000 qualified leads**.

Area Sales Manager | Jun'18 - Dec'20

- Led field sales team unlocking 20+ new geographies, onboarding >1000 doctors within 15 months and was recognized as the **Best Performer of the Year** at Annual Sales Summit in 2019.
- Built direct understanding of Tier 2-3 user setup, acquisition challenges, and conversion behavior — insights directly applied to product prioritization and growth feature design.

PROJECTS

SceneDrop — JioHotstar Feature Concept | [PRD](#) | [Prototype](#)

- Identified through 7 qualitative interviews and 35-user survey responses that 65% of high-intent OTT viewers exit to YouTube/Instagram within minutes of show completion — representing a measurable post-watch engagement gap.
- Designed SceneDrop — a peer-to-peer clip-sharing mechanic converting passive recommendations into re-engagement loops — North Star: SceneDrop-to-Watch Conversion Rate. Delivered PRD, RICE framework, risk matrix, and 9-screen Figma prototype.

Next Workout — Pay-Per-Use Gym Discovery Platform | [Prototype: User Facing](#) | [Wireframes: Gym Facing](#)

- Identified pay-per-use gym access as unmet need for occasional fitness users deterred by membership commitment friction.
- Designed two-sided marketplace: user app (discovery → UPI checkout) and gym-owner app (onboarding, client management, trainer configuration, availability calendar). 70+ screens covering the full user journey.
- Key product decision: separated self-training and personal training as distinct booking flows based on different user intent and willingness to pay.

SKILLS & TOOLS

- **Product Skills:** Qualitative User Research, Wireframing & Prototypes, Funnel Analysis, PRD writing, Roadmap Planning, OKR Definition and Tracking, Agile Project Management, GTM Planning, Cross-functional Collaboration, A/B Testing & Experiment Design, Stakeholder Management
- **Tools:** Jira, Figma, Confluence, SQL, Excel, Mixpanel, Amplitude

EDUCATION & CERTIFICATIONS

- Amity University Rajasthan: B.A (Hons) Applied Psychology, (**Gold Medalist**, CGPA - 9.27) — behavioral decision-making and cognitive bias coursework directly applied to user research design and product decision-making.
- A 4-month Advanced Product Management Certification Programme from IIT, Delhi in Nov 2022.