SOUMI GHOSH

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EDUCATION

Maulana Abul Kalam Azad University of Technology (MAKAUT)
B.Tech in Computer Science & Engineering (AI-ML) CGPA: 8.6

SKILLS

- **Product Strategy & Execution:** Product Strategy, Product Discovery, User Research, PRDs, User Stories, Roadmapping, Scope Management, Feature Prioritization (RICE/ICE), Wireframing (Figma), User Journey Mapping, Stakeholder Management, Sprint Planning, Backlog Grooming, Competitive Analysis.
- **Product Analytics & Growth:** SQL, A/B Testing, Funnel Optimization, Cohort Analysis, User Retention, Product Metrics, DAU/MAU, Churn
- **AI & Technical Tools:** AI Product Strategy, LLM Evaluation, Prompt Strategy, Python, React, Next.js, REST APIs, Git, Jira

EXPERIENCE

Black Coffer **May 2026 – June 2026**
Software Development Engineering (Intern)

- Redesigned enterprise onboarding workflows by integrating sequential backend APIs, reducing execution failures by 35% and resolving user drop-offs.
- Optimized Gradle and Android runtime performance, cutting build times by 20% to accelerate feature release cycles for product teams.

Jabsz Gaming Studio **August 2025 – November 2025**
Full Stack Developer (Intern)

- Identified user needs for an AI smart farming platform and translated them into a prioritized feature set integrating weather data, LLM chatbot, and price forecasting, improving decision efficiency by 35%.
- Designed a 3-tier difficulty engine across 12+ web games based on user retention patterns, boosting average session duration by 18%.

Zesframe **March 2025 – September 2025**
Product Management Intern

- Led client discovery to understand business needs and translate them into PRDs, user stories, MVP scope, and delivery plans, giving engineering clear requirements to execute against.
- Shaped roadmap and scope decisions by weighing client priorities, user impact, technical feasibility, and engineering capacity, keeping delivery focused on the highest-value requirements.
- Managed client acceptance and post-launch iterations by combining stakeholder feedback with product telemetry to identify UX bottlenecks and drive improvements that increased website load and response performance by approximately 30%.

PROJECTS & CASE STUDIES

FeedbackLens – *AI Product Workspace*
https://feedbacklens-theta.vercel.app/

- Designed and built a product-feedback workspace that turns raw customer feedback into sentiment, recurring themes, complaints, and prioritized product opportunities, helping teams move from scattered feedback to structured decisions.
- Connected feedback analysis to opportunity scoring, decision tracking, and post-release validation, with PII protection, transparent scoring, evidence-backed decision records, and human review/override.

Replit Pricing Predictability – *Diagnostic & Retention Strategy*
https://apm-portfolio-psi.vercel.app/work/replit-pricing-diagnostic

- Diagnosed Replit Agent's pricing issues through cohort analysis and competitive benchmarking, identifying billing friction as a primary churn driver.
- Prioritized a trust-repair roadmap using ICE scoring; defined spending limits, cost-visibility experiments, and phased safeguards to reduce pricing uncertainty.

Notion: Reimagining the AI OS – *Strategy & PRD*
https://apm-portfolio-psi.vercel.app/work/notion-ai-foresight

- Used JTBD analysis and public research to identify strategic whitespace in Notion AI and define "Notion Foresight" to surface delivery risks from workspace data.
- Authored the PRD, RICE-prioritized MVP scope, and adoption experiments focused on building trust and fitting the product into existing user workflows.