

Prathamesh Pawar

Associate Product Manager

Product Manager with 2 years shipping consumer-facing features on a self-serve transactional platform onboarding, checkout, search, and an AI voice agent for lead qualification. Comfortable owning a problem end-to-end: research, PRD, build, and before/after impact measurement on activation, conversion, and discovery metrics.

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WORK EXPERIENCE

Associate Product Manager	Apr 2025 – Present
The Media Ant	Bengaluru, India
- Built an AI voice agent (using Vapi) that automates inbound lead qualification for our self-serve media-buying platform, asking contextual questions in natural language. 80% of inbound calls are now resolved without a human agent. - Redesigned the onboarding flow – replaced password creation with OTP verification – based on usability testing findings. Activation rate up 30% and drop-offs down 25% (before/after comparison). - Led product design of a self-serve checkout flow (Project AdExpress) so advertisers could buy media inventory without a sales call; shipped Phase 1 in 8 weekly sprints working directly with engineering. - Replaced a legacy search integration after analysis showed 45% of searches returned "No Results"; redesigned keyword matching and indexing, cutting that to under 10% and lifting overall search success above 90%.	

Product Management Intern	Jul 2024 – Apr 2025
The Media Ant	Bengaluru, India
- Integrated Razorpay into the self checkout flow, writing the PRD and coordinating with engineering; lead quality up 30% and platform revenue contribution up 10% (before/after). - Designed and shipped a suite of AI-powered marketing tools (SEO title, blog topic, and meta description generators) end-to-end, from competitive benchmarking to PRD to launch. - Shipped the first OTP-based onboarding redesign, cutting onboarding completion time from 2.5 to 1.5 minutes.	

EDUCATION

Bachelor of Technology, Mechanical Engineering	
Government College of Engineering, Karad	2019 – 2023
UX Design Certification	
Google Creative Campus	2024

CERTIFICATIONS

Google UX Design	
Coursera	May 2024
Introduction to Generative AI	
Google Cloud	Apr 2024
Principles of UX/UI Design	
Meta	Feb 2024

SKILLS

Product
Product Strategy, PRD Writing, Feature Prioritization, MVP Definition, Agile
AI & Automation
AI Voice Agents (Vapi), Conversational AI Design, Rapid AI Prototyping (v0, Figma AI)
Analytics
SQL (ai queries), Funnel Analysis, Before/After Impact Measurement, Google Analytics (GA4), Microsoft Clarity
Research
User Research, Usability Testing, Competitive Analysis, User Journey Mapping
Design
UX/UI Design, Wireframing, Prototyping, Figma
Tools
Jira, Confluence, ClickUp, GitHub, Postman

PROJECTS

Project AdExpress – Self-Serve Checkout (2025)
- Mapped how media buyers evaluate inventory and pricing, then designed a self-serve flow that removed the need for a sales call to purchase. - Used AI tools (v0, Figma AI) to speed up prototyping; Phase 1 shipped in 8 weekly sprints.
AI Voice Agent – Lead Qualification (2025)
- Analyzed inbound call patterns first-hand to map intent, then built a Vapi-based voice agent with WhatsApp follow-up (Interakt) and human call-forwarding for complex cases. 80% of inbound calls resolved without a human agent; enabled lead capture 24/7, including off-business hours.
Smart Search Redesign (2025)
- Instrumented search event tracking and found 45% of queries returned no results; redesigned keyword mapping and matching logic based on the intent gaps found. - No-results rate down to under 10%; search success rate up to over 90%.