

# Devansh Tiwari

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## EXPERIENCE

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### Co-Founder

Feb 2026 – Present

*Metis – AI-Powered Stock Analysis for Indian Swing Traders*

- Drove **product-led acquisition** by analyzing 10+ competitors, identifying 5 zero-competition keyword gaps, and shipping 7 free tools targeting **650K+ monthly searches** to funnel organic traffic into the core AI product.
- Optimized **unit economics** by designing a hybrid model routing system that reduced per-session API cost by **52%** (\$0.25 to \$0.12), and instrumented **18 AARRR metrics** across 21 touchpoints to measure activation, retention, and monetization funnels.
- Shipped 0-to-1 from concept to **25-user beta in 20 days** across **20 product decisions** spanning ICP validation, pricing strategy, **user research** interviews, and a WhatsApp-first feedback loop targeting **60%+ activation rate**.

### Freelance Software Engineer

Jun 2024 – Dec 2025

*OSIT*

*8 products shipped across Saudi Arabia market*

- Owned **end-to-end product scoping and delivery** for **8 products across 5 domains** (logistics, AI, enterprise SaaS, government, HR), shipping multiple **0-to-1 products** as sole engineer including a 25-module platform in 4 weeks.
- Designed a **conversational commerce system** with **inline registration** and **RAG-based dynamic pricing** that reduced booking **funnel drop-off** and unblocked product launch without backend API dependency.
- Drove **go-to-market readiness** across all 8 products by shipping bilingual Arabic/English with **RTL support** (**3,000+ translation keys**), **SEO** targeting 95+ Lighthouse scores, and **lead generation** systems for Saudi Arabia.

### Software Engineer (Product-Facing)

Apr 2024 – Aug 2025

*Helium*

*Full-time: Jun '25 – Aug '25 — Intern: Apr '24 – Feb '25*

- Led **product discovery** for a conversational commerce feature by researching trigger timing, **user journey** placements, and context memory patterns across the buyer funnel, contributing to the Pulse personalization product that drove **20–25% merchant sales uplift**.
- Identified a **25-second recommendation latency** bottleneck through data analysis, scoped the fix with engineering, and refactored the retrieval and ranking pipeline to achieve a **60% latency reduction**, enabling real-time storefront personalization for Shopify merchants.
- Defined and shipped an **AI Shopify Agent MVP** by conducting **competitive analysis** across the Shopify App Store, prioritizing features using a **RICE framework**, and building production **analytics pipelines** for visitor/session tracking and feature performance measurement.

### Co-Founder & Product Engineer

Feb 2025 – Jun 2025

*Zashit – AI Credit Card Reward Optimizer*

- Identified a **Rs 10,000 Cr unused rewards** problem through **user discovery interviews**, validated demand with **50+ waitlist signups**, and defined **MVP scope** covering 3 platforms (backend, mobile app, landing page).
- Designed a **“missed rewards” loss-aversion** positioning (unique in India), built an **AI recommendation engine** with semantic search, and shipped a **no-auth calculator as product-led growth** top-of-funnel.

## SKILLS

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**Product:** Product Discovery, User Research, PRDs, Roadmap Prioritization (RICE), Competitive Analysis, Go-to-Market, MVP Scoping, Agile, Cross-functional Collaboration

**Data & Analytics:** SQL, Google Analytics, PostHog, Funnel Analytics (AARRR), OKRs/KPIs, User Behavior Analysis

**Technical:** React, Next.js, TypeScript, Node.js, LLM/AI Systems, System Design, REST APIs

**Tools:** Figma, Jira, Linear, Notion, Git, Postman

## EDUCATION

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### NextLeap

*Product Manager Fellowship*

*Jan 2026 – Apr 2026*

### Inderprastha Engineering College

*Ghaziabad, India*

*Bachelor of Technology (B.Tech) — Information Technology*

*2021 – 2025*