SHANMUGAVEL M

AI Product Manager | Product Owner & Full-Stack Builder | 0-to-1 D2C Builder

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PROFESSIONAL SUMMARY

AI Product Manager and Product Owner with 5+ years of cross-functional experience spanning 0-to-1 product lifecycle management, full-stack engineering, and enterprise agile delivery. Single-handedly conceptualized, developed, scaled, and monetized two D2C digital products from scratch (Shanmugavel Book Universe and Food Psycho) — acting as Product Manager, Product Owner, and Full-Stack Developer. Expert in translating user requirements into PRDs, prioritizing backlogs via RICE/MoSCoW, defining data-driven product strategy, and driving GTM with SEO and organic growth. Combines technical proficiency (Next.js, Node.js, TypeScript) with AI product thinking: intelligent search, personalization, discovery flows, and performance analytics.

CORE COMPETENCIES & ATS KEYWORDS - AI PRODUCT MANAGER

- **AI Product Strategy & Management:** Product Roadmap, PRD Creation, User Story Mapping, Acceptance Criteria, RICE & MoSCoW Prioritization, Backlog Grooming, Sprint Planning, Agile/Scrum, GTM Strategy, User Research, A/B Testing.
- **AI Product Metrics & Analytics:** KPI Tracking (DAU/MAU, Retention, Conversion Rate, CAC/LTV), Funnel Optimization, Product Analytics, Data Literacy, Intelligent Search, Personalization, Organic Growth (SEO).
- **Technical Execution:** Full-Stack Architecture, Next.js 14, React.js, Node.js, TypeScript, Tailwind CSS, REST APIs, MongoDB, Vercel, Git, AI-ready Architecture.
- **Tools & Principles:** Jira, Confluence, Postman, Data Governance & Responsible AI Principles, Test Automation (Selenium, Cypress, API Testing).

PROFESSIONAL EXPERIENCE

FOUNDER & AI PRODUCT MANAGER (0-to-1 Sole Builder) | *Shanmugavel Book Universe & Food Psycho* | *Aug 2025 – Present* | *Madurai, India*

- **End-to-End Product Ownership:** Spearheaded 0-to-1 lifecycle of two digital platforms as sole Product Owner — market research, competitive analysis, ICP definition, PRDs, and roadmap execution without external dependencies.
- **Roadmap & Backlog Management:** Utilized RICE and MoSCoW frameworks to prioritize feature backlogs, wrote detailed user stories with strict acceptance criteria, and drove sprint iterations focused on intelligent discovery and user needs.
- **Execution & AI-Ready Architecture:** Architected and developed platforms using Next.js 14, React, Node.js, and MongoDB with AI-ready architecture for future intelligent search and personalization; integrated secure payment and commerce infrastructure.
- **Growth, Data & Go-to-Market:** Implemented advanced technical SEO and Person Schema strategies for Book Universe, scaling organic traffic by over 60%. Designed data-informed discovery flows and user testing loops for Food Psycho to optimize engagement — foundation for AI-driven personalization.

SOFTWARE TESTER (Acting Product Quality Owner) | *TDIT Solutions, Chennai* | *Apr 2025 – Aug 2025*

- Owned quality roadmap and UAT alignment for enterprise products including Saudi SmartSort and Construction Tech solutions. Built robust E2E test automation frameworks using Selenium Java/TestNG and Cypress BDD, cutting defect leakage by 35%.

SOFTWARE TESTER | *Mindgate Solutions, Chennai* | *Oct 2024 – Feb 2025*

- Validated high-stakes NAPS Banking Platform for Qatar Central Bank in Agile sprints — functional, integration, and API testing with cross-functional triage.

JUNIOR QA ENGINEER | *Pearl Soft Technologies, Cochin* | *Jul 2022 – Jun 2024*

- Automated test lifecycles across 4 enterprise product suites (Entry Pass, Spacio CMPV2, Nosura, SmartContact), accelerating release cycles by 40%. Mentored juniors and optimized POM data-driven frameworks.

FEATURED PROJECTS - 0-TO-1 AI PRODUCT THINKING

- **Shanmugavel Book Universe (0-to-1 D2C Platform):** Built and scaled live digital storefront for books and audiobooks. Managed full scope concept to deployment using Next.js, handling payment workflows, technical SEO, conversion optimization, and designed architecture ready for intelligent search and personalized recommendations.
- **Food Psycho (0-to-1 Discovery Platform):** Conducted user research and scoped MVP for lifestyle food discovery portal with data-informed discovery flows. Laid foundation for AI-powered search, personalization, and user acquisition strategies.

EDUCATION & CERTIFICATIONS

- **M.Sc. Electronics and Instrumentation** – Madurai Kamaraj University, 2020
- **Certifications:** Jira Fundamentals (2024), Selenium WebDriver, Cypress