

ASHWIN JAIN

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- Product Manager with **6+ years** of experience building & scaling 0 → 1 consumer products across clothing, FMCD, gaming, D2C/e-commerce, & booking ecosystems.
 - **Built GoPlaya**, scaled from concept to a full-scale platform with **15K+ users & 42 partner locations**.
 - Strong in user research, product strategy, data-led decision-making, tech collaboration, & end-to-end execution.
 - Proficient in analyzing complex challenges, identifying key insights, & creating practical, high-impact solutions.
 - Hands-on capability with frontend, backend, & cloud tools, enables rapid prototyping & informed engineering decisions.
 - Demonstrates relentless ownership, ensuring projects move forward through rigorous follow-ups, sharp attention to detail, & exceptional organizational discipline.
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PROFESSIONAL EXPERIENCE

Kshm, Gurugram (<https://www.shopkshm.com>) • D2C, Clothing / Apparel, & Fast-fashion

Manager – Product, Tech, & Growth

Jan 2026 – Present

- Leading Product, Tech & Growth, while managing a cross-functional team of 6 members to improve execution efficiency and reduce inter-team dependencies.
- Led the revamp of Kshm's D2C ecosystem from a Shopify-controlled storefront to a headless commerce architecture using Shopify webhooks / APIs + Next.js frontend, vibe-coding over 60% of the code, **improving lighthouse performance from 49 → 72, cutting LCP by ~70% (8.3s → <2.5s)**, & **increasing DAU by 28%**. [Old Platform](#) → [New Platform](#)
- Leading product launch & CRM campaigns, successfully executing **12 product launches within 4 months**, accelerating category expansion, **achieving 86% sell-through rate, increasing revenue by 29%**.
- Leading integrations with GoKwik, Judge.me, BiteSpeed, NitroX, Unicommerce, KwikShip, iThink Logistics, & Delhivery to streamline checkout, logistics, returns, & retention workflows.
- Developed an **Affiliate Management Platform** for creators to track performance and conversions, streamlining affiliate settlements, **increasing affiliate-driven sales by over 40%**.
- Built an **in-house QR & short link tool** for CRM, performance marketing, social media, & offline campaign tracking, reducing dependency on external tools while reducing costs & lowering software costs.
- Developed **Inventory Management & Sales Tracker** to improve inventory visibility & identify stock discrepancies.
- Built **in-house HRMS from scratch** that helps the HR team collaborate, including:
 - Public careers landing page,
 - OTP-verified applications with resumes uploaded to Google Drive,
 - Job CMS to create and manage jobs, applicant CRM plus hiring pipeline with kanban board, stage/pipeline history, remarks, and recruiter POC assignment.

Swadistix, Mumbai (<https://demo.swadistix.com>) • Dining & Food

Founder (Pivot from GoPlaya)

May 2024 – December 2025

- Repurposed the **GoPlaya** architecture from gaming cafe bookings to dining, to bridge the gap between Zomato/Swiggy & PetPooja with:
 - real-time table availability,
 - pre-ordering before reaching the restaurant, &
 - QR-based live menus for a seamless hot-and-ready food experience.
 - complete order workflow and KOT management, enabling multi-restaurant orders delivered directly to users
- Targeted businesses included food courts, restaurants, corporates, schools, colleges, hotels, and resorts.

GoPlaya, Mumbai (<https://www.goplaya.in>) • Aggregator, E-commerce, & Gaming
Founder

May 2024 – December 2025

Built **India's 1st gaming cafe booking platform**, across PC, PlayStation, Xbox, VR, & Sim Racing for a seamless experience.

- Achieved a **successful POC across 5 gaming cafes with first 2,000+ users & a 54% repeat customer rate**.
- Scaled the platform to **42 gaming cafes with monthly GMV exceeding Rs. 20 Lakhs & 15000+ users**.
- Reached more than **5,408 MAU** by integrating Gaming Cafe Management Software (GCMS).
- Achieved total **session consumption of 32,000 hours** across the platform with an **average engagement time of 3m 42s**.

Core Product Features Delivered:

- **"Session Extension"** feature — **64% usage**, eliminating staff dependency.
- **"Session Shield"** to prevent booking conflicts, **reducing cancellations by 68%**.
- **"Maintenance Mode"** with dynamic access-control — **reduced game time theft & misuse by 90%**.
- **"Cafe-level subscriptions"** with usage tracking on mobile app, **reduced subscription purchase decision-making time by 40%** compared to competitor workflows.
- **"Multi-slot selection"**, enabling two-click slot selection, **reduced checkout time from 25–35 secs to 10–15 secs**.
- **Subscription usage & session-ending reminder notifications, resulting in a 43%+ notification enablement rate**
- **"Leaderboard Tournaments"** by integrating live game statistics, **improved weekend occupancy by 6%**.
- Built a Food & Beverage module with complete order workflow and KOT management, enabling multi-restaurant orders delivered directly to users while creating an additional revenue stream for gaming cafes

Aura, Mumbai • Gaming, Esports, Web3, & NFT Marketplace

Marketing Lead

September 2023 – April 2024

- Directed an 11-member cross-functional team with an annual budget of Rs. 1 crore, overseeing marketing efforts.
- Optimized performance marketing & partnered with 50+ gaming influencers, **achieving 14% MoM growth in acquisition**.
- Implemented a content marketing strategy by **producing 200+ PR pieces & blogs in three months**, improving SEO performance & integrating SEM to **boost website visits by 34%**.
- Initiated a campaign on Gleam.io that went viral, **generating 38,000+ organic entries within 2 weeks**: [Link](#)

Fanclash, Gurugram • RMG, & Gaming

Sr. Manager – Product

April 2022 – May 2023

- Launched **"Fantasy with Estars"**, partnering with 30+ creators, **driving 8% conversion uplift & 90% contest fill rate**: [Link](#)
- Shipped the **"Live Experience"** feature & streamed 17 global tournament watch parties with 200K+ organic reach, educating users on Fantasy Esports & **improving retention by 4%**
- Led GTM strategies for **"Fantasy Royale," "Boosters," & "FanGems" (digital currency)**

U2opia Mobile, Gurugram • Hyper Casual Gaming, Esports, & RMG

Sr. Manager – Product

March 2021 – March 2022

- Super-headed Product Management & GTM efforts, partnering with **Indonesia's leading telco Indosat Ooredoo**
- Shipped **"Quick Matches," "Tournaments," & "Hall of Fame," increasing user acquisition by 28% & retention by 13%**.
- Led digital marketing campaigns targeting mobile gamers in Indonesia, achieving **17% MoM growth in user acquisition**.
- Boosted **MoM retention by 8%** using push notifications, SMS, & USSD campaigns.

BookMyShow, Mumbai • Esports, Ecommerce, & Entertainment

Manager – Product

July 2019 – February 2021

- Built **"Esports Centre"** business, creating over **1000 monthly tournaments increasing engagement by 4%**
- Expanded Fanhood ecommerce business with **PlayStation cards, AAA game copies & gaming merchandise, contributing Rs. 17 lakhs+ in monthly revenue**
- Partnered with engineering, ops & business teams to deliver product verticals end-to-end.

BenQ India, Gurugram • FMCD, & Consumer Electronics

Asst. Marketing Manager

April 2018 – July 2019

- Managed performance & e-commerce marketing, **achieving a 15% growth** in Monitor sales through growth campaigns, curated product catalogs, price tracking, & AMS campaigns.
- Established **India's first two BenQ Gaming Experience Zones** in Kochin & Hyderabad increasing customer loyalty
- Re-designed **Detailed Product brochure** from scratch reducing customer queries by over 30% in retail stores

ASUS India, Mumbai • FMCD, & Consumer Electronics

Asst. Marketing Manager

July 2016 – April 2018

- Led Product Marketing & PR strategy for gaming laptops in India.
- Led social media efforts, gaining **first 300K followers** on Facebook in 5 months with 60% organic content.
- Led performance marketing strategies through **Facebook**, increasing brand visibility & laptop sales by **17%**.

Cyber Gaming Entertainment, Mumbai • FMCD, & Consumer Electronics

Founder

January 2013 – March 2016

- Partnered with **30+ gaming FMCD brands** to deliver digital & experiential campaigns, driving engagement & growth.

EDUCATION

- **MBA - WX in Marketing & Leadership • NMIMS, Mumbai** May 2020 - July 2021
- **B.Sc. in Information Technology • Tolani College, Mumbai** July 2013 - November 2016

SKILLS

- **Product:** PRDs, Wireframing, User Research, Roadmap Planning, Feature Prioritization (RICE), A/B Testing, Experiment Design, Product Analytics, UX Thinking
- **Technical (for Product Execution):** React Native, Next.js, Node.js, MongoDB, AWS, Vercel, Render, Liquid (Shopify)
- **Payment Integrations:** Gokwik, PhonePe, RazorPay, PayPal, PayU
- **Tools:** JIRA, Pencil.dev, Figma, Notion, Cursor, Claude, Codex, Emergent, Lovable
- **Analytics:** Shopify Analytics, Clevertap, Mixpanel, Google Analytics, Meta Analytics, Amplitude
- **Beyond Product:** GTM Strategy, Data Analysis, Cross-functional Leadership

VIBE CODING

- **PULSE, curated social clubs & activities with approval-based membership and event management:** [Link](#)
- **Swadistix, real-time dining availability & food pre-ordering with restaurant management:** [Link](#)
- **QR & shortlinks with analytics -** [Link](#) | To access, use OTP: 772892

RECOGNITION

Featured by **The New Indian Express** for contributions to the Indian gaming ecosystem: [Article](#)