

# KRISHNA SHARMA

ASSOCIATE PRODUCT MANAGER · INTERN CANDIDATE

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Jalandhar, Punjab

imkrish.site

## SKILLS

### Product Management

PRD Writing  
User Research  
GTM Strategy  
Competitive Analysis  
Product Metrics  
Agile & Scrum  
Figma & Prototyping

### Tech & Data

SQL (Learning)  
GenAI Tools  
Prompt Engineering

### Marketing & Web

Digital Marketing  
SEO Basics  
Google Analytics  
HTML / CSS / JavaScript

## EDUCATION

### BCA – Computer Applications

CT Group, Jalandhar  
2024–2027 · Year 2

### 12th – Commerce

CT Group, Shahpur

### 10th Class

Zenith Public School

## CERTIFICATIONS

### Product Management

Internshala  
Nov 2025–Present

### Data Science & Python

Code With Harry  
Jun 2025–Present

## PROFILE

First-year BCA student transitioning from science to commerce and product management with hands-on experience building products, conducting user research, and working on PM case studies. Built real-world projects across PRDs, GTM strategy, UX research, Figma prototyping, digital marketing, and web development. Seeking an APM internship to contribute, learn at scale, and grow in product leadership.

## ACHIEVEMENTS

- Helped Shudhhtam brand secure ₹25 lakh in funding
- Participated in ByteVerse Hackathon at CT Group of Institutions, Shahpur
- Participated in Drone Bootcamp workshop with hands-on experience
- Internship & volunteering at Jugaad Mela 4.0, Lovely Professional University

## PROJECTS

### ScenVid — Collaborative Short-Form Video Platform 2025

- Authored a detailed PRD for a 4-sided creator marketplace
- Designed scene-chaining mechanics and monetization models
- Defined KPI frameworks and engagement systems
- Specified AWS S3, MediaConvert, CloudFront, and HLS streaming requirements

### Ranqlet — Developer Skill-Ranking Platform 2026

- Designed a full season engagement loop with badges and leaderboards
- Shipped a 5-page working prototype: Home, Explore, Profile, Leaderboard & Auth
- Worked on product structure, UX flow, and user retention concepts

### LinkedIn Mentorship Feature | UX Research → Figma Dec 2025

- Conducted surveys and interviews for user research
- Designed a Figma prototype aligned with LinkedIn's design system
- Documented developer handoff-ready user flows

### Amazon Music India — GTM Strategy Mar 2026

- Conducted competitive analysis of Spotify, JioSaavn, and YouTube Music
- Created user segmentation models and growth strategy recommendations
- Defined retention, DAU, and churn metrics as north-star KPIs