

ROMIT SEN BHOWMICK

Product Manager | Builder | Research & Strategy

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sbromit.com | [LinkedIn](#) | [PhiloRishi on Google Play](#)

PROFILE SUMMARY

Product manager who has shipped a live Android app (PhiloRishi, Google Play) and created 6+ end-to-end product case studies spanning user research, PRDs, and Figma prototyping. Trained under a Director of Product Management at Rethink Systems across a 3-month cohort covering discovery, strategy, and roadmapping. Currently co-founding atozeefinance, a tax and financial services platform serving clients across India.

PRODUCTS SHIPPED & LAUNCHED

PhiloRishi — Founder & Product Owner

Nov 2025 – Present

Mental health app rooted in ancient Indian philosophy | [Live on Google Play](#)

- Identified the problem space by interviewing 15+ users about mental health accessibility and affordability gaps in India
- Developed complete product from scratch: problem definition, 4 user personas, information architecture, 12+ Figma screens, feature prioritization, and MVP scoping
- Shipped working Android app with 4 core features: guided meditation, mood tracker, screen time insights, and reflective journaling; achieved 0% crash rate and 100% install retention (zero uninstalls)
- Grew to 37 monthly active users with 68% month-over-month MAU growth; achieved 56% store conversion rate (nearly 2x the industry average of 26–33%)
- Planning 3 new features for next release: AI-based conversational companion, emotional state tracking, and personalized guidance engine

atozeefinance — Co-Founder & Product Builder

2025 – Present

Tax and financial services platform for individuals and businesses across India

- Spotted market gap: users overwhelmed by automated tax bots need accessible human expertise at affordable rates
 - Architected the platform on Wix, defining service structure, 5 user flows, brand positioning, and content strategy from scratch
 - Launched 4 service offerings: tax filing, tax planning, bookkeeping, and compliance support with a human-first approach
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PRODUCT MANAGEMENT EXPERIENCE

Assistant Mentor — Rethink Systems (Product Cohort)

Feb 2024 – Apr 2024

- Guided 10+ aspiring product managers and freshers through product discovery, strategy, roadmapping, and lifecycle management over 3 months
- Facilitated 8+ workshops covering user personas, competitor analysis, wireframing, and market trend analysis
- Collaborated with 3 industry experts and a Director of Product Management to shape cohort curriculum and assignments

Freelance Product Consultant — Home-Based Medical Services App

2024

- Engaged to create just 2 screens; self-taught Figma via YouTube in 48 hours and delivered a complete end-to-end product flow exceeding the original brief by 10+ screens
 - Mapped dual user journeys independently: patient-side (booking, tracking, payments) and provider-side (appointment management, scheduling, notifications)
 - When the company later launched the full product, their final version's user stories closely matched the flows independently conceived in the original prototype — validating product instinct before formal PM training.
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CASE STUDIES & PRODUCT TEARDOWNS

Enhancing ACT Fibernet's Referral Program

- Interviewed 10+ customers, internal staff, and distributors to uncover awareness gaps and friction points in the existing referral flow
- Benchmarked against 3 competitors and identified that ACT's referral flow required 7 steps vs. competitors' 3 steps; restructured flow to reduce steps by 57%

Expanding Uber into Latin America

- Applied PESTEL analysis and economic data across 5 countries to identify Brazil as the optimal market entry point based on GDP growth and population size
- Leveraged international gaming contacts to interview 8+ Brazilian residents remotely, uncovering local transportation pain points
- Proposed 3 new product features: Uber Gear (driver maintenance rewards), Uber Steady (surge-free subscriptions), and micro-mobility integration

Building an OTT Platform for Tier 2/3 Cities in India

- Led discovery research across 3 tier-2/3 cities to map content consumption patterns and pain points in underserved Indian markets

PM Gamification Product (PRODMAN)

- Crafted a product management learning game to make PM concepts accessible to non-product people through 5+ interactive gameplay modules

PCOS/PCOD Wellness App for Women in India

- Created end-to-end product strategy for a menstrual wellness app addressing symptom tracking, PCOS management, and expert consultations for 50M+ affected women in India

COMPETITIVE EXAMINATION ACHIEVEMENT

Policy Making Examination — Merit List Rank 627

2015 – 2023

Cleared a policy-making examination (same candidate pool as UPSC/MPPSC aspirants, 2.5+ lacs candidates) and secured Merit List Rank 627. This 8-year period developed deep expertise in research methodology, policy analysis, structured writing under 3-hour exam constraints, and synthesizing 10+ complex topics into coherent frameworks — competencies that directly transfer to product management.

SKILLS & TOOLS

Product Skills

User Research & Interviews
Competitive Analysis
PRD & Product Strategy
Product Discovery & Lifecycle
Design Thinking & Wireframing
A/B Testing & MVP Scoping

Tools

Figma (Prototyping & Flows)
Notion (Documentation)
Google Sheets & Data Analysis
Draw.io (System Diagrams)
Wix (No-Code Platform)
AI Tools for Research & Building

Strengths

Research & Market Analysis
Strategic & Structured Thinking
Fluent in English & Hindi
Cross-Functional Collaboration
Self-Directed Learning
Stakeholder Management

EDUCATION & CERTIFICATIONS

B.E. in Mechanical Engineering

2015

Rajiv Gandhi Proudhyogiki Vishwavidyalaya

Breaking into Product Management (Certification)

2024

Rethink Systems — Trained under Director of Product Management

PORTFOLIO & LINKS

Portfolio: sbromit.com | PhiloRishi: [Google Play](https://play.google.com/store/apps/details?id=com.philorishi) | atozeefinance: atozeefinance.com