



Romit Sen Bhowmick

I'm currently seeking Associate Product Manager opportunities in diverse industries where I can apply my knowledge in **Product Discovery, User Research, and Competitive Analysis** to drive product innovation and support strategic decision making within growth oriented organizations.



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PROFILE SUMMARY

After several years of preparing for civil services exam, I discovered that my passion for problem solving aligned naturally with product management. Coming from a non-coding background, I transitioned into the field through mentorship, self-learning, and hands-on projects. I am now also studying Logistics and Supply Chain Management to strengthen my analytical and cross-functional skills for future product roles.

WORK EXPERIENCE

PhiloRishi (a mental health app offering guidance rooted in ancient Indian philosophy)

[App Store](#)

Launched November 2025

Founder:

- Developed the app using Dart/Android Studio, handling everything from problem identification and Figma prototyping to testing, feature prioritization, and user feedback.

Assistant Mentor at Rethink Systems (Cohort)

Feb 2024 - April 2024

Responsibilities:

- Assisted in mentoring freshers and product managers while conducting workshops on **product discovery, strategy, and road mapping**, while collaborating with industry experts to enhance learning. Provided guidance on **user personas, competitor analysis, wireframing, product lifecycle management, and market trends**.

PROJECTS

Project 1: Enhancing ACT Fibernet's Referral Program

- Challenge:** Addressed low engagement in ACT Fibernet's referral program despite existing incentives.
- User Research:** Conducted interviews with customers, internal staff, and distributors to understand awareness gaps and usability issues.
- Competitive Analysis:** Found that competitors referral flows required only 3 steps, whereas ACT Fibernet's process took 7 steps.
- Solution:** Streamlined the referral process from up to 7 steps down to 3 steps, improving user experience and increasing overall usability.

Project 2: Expanding Uber in Latin America

- Challenge:** Conceptualized Uber's entry into the Latin American market with a focus on an unfamiliar region.
- Target Selection:** Used PESTEL analysis and economic data to identify Brazil as the ideal entry point due to its growing economy and large population.
- Remote User Research:** Leveraged international gaming contacts to connect with Brazilian residents, conducting remote interviews to understand local user needs.
- Solution Design:** Introduced Uber Gear (Maintenance Reward Program) for drivers, Uber Steady (Surge-Free Subscriptions) for riders and micro mobility integration.

Project 3: Introducing SkillUp Online's certification program in Gen. AI

- Created a detailed PRD with market research, competitor analysis, target audience identification, course structure, and user journey mapping.
- Created a prototype using Figma.

Project 4: Introduced Home-Based Medical Services

- Freelance Case:** Engaged as a freelancer to design an at-home medical services app for a client who needed a quick prototype.
- Dual User Journeys:** Independently created both the customer journey and the hospital or provider journey, ensuring the app worked seamlessly for patients booking services and for medical staff managing appointments.
- Prototyping in Figma:** Designed and delivered a functional prototype using Figma within a 2-day timeframe.

KNOWLEDGE PURVIEW

- Competitor Analysis
- User Research
- PRD
- Product Lifecycle Management
- Design Thinking
- Customer Experience
- System Design Thinking
- A/B Testing

TECHNICAL SKILLS

- Draw.io
- Figma
- Notion
- Power BI
- Wireframing
- No-Code Tools

CERTIFICATIONS

- Breaking into Product Management: By Rethink Systems

SOFT SKILLS

- Problem-solving
- Decision-making
- Resilience
- Analytical thinking
- Adaptability
- Accuracy

PERSONAL DETAILS

- Education:** B.E. in Mechanical Engineering from Rajiv Gandhi Proudhyogiki Vishwavidyalaya (2015)
- Languages Known:** Hindi & English

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