




# AMEN TYAGI

Associate Product Manager

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 New Delhi, India

## Summary

Passionate and smart-working Product Designer turned Associate Product Manager with 4 years of experience in the industry. Seeking to leverage proven leadership and strategy skills to help businesses create a positive impact. Lead 3 cross-functional teams to build multiple B2B & B2C products at an NPO that focuses upon utilizing the power of AI and machine learning for social good. Proficient in product design and enhancing user experience based upon research, analytical data and understanding of psychological behaviour. Volunteer with different communities and serve multiple roles to build a better environment for learning and growth of people, with people.

## Experience

- **Associate Product Manager** at Eduwaive Foundation (June 2019 - Present)
  - **Identify marketing strategies, evaluate and re-develop** them by using knowledge of market characteristics, cost organisation's objectives.
  - **Oversee the daily activities** of the design, engineering, marketing and sales staff, including **hiring** and **training** new interns and staff members and **evaluating the performance** of current ones.
- **Product Designer** at Eduwaive Foundation (October 2018 - June 2019)
  - Brought **design approach** to products from **UX perspective**. Set **vision** and **goals** for the products.
  - **Conducted user researchs and testing. Built wireframes, information architectures and prototypes.**
  - **Led** a team of 5 and constantly **communicated** with various stakeholders of the products.
- **Co-Founder & Design Lead** at Rachyeta.com (August 2017 - September 2018)
  - **Designed websites** for various small-medium size enterprizes to help them expand their respective businesses.
- **Co-Founder & Graphics Designer** at Print Me Mad (Jan 2016 - June 2017)
  - **Built** our own successful online store from scratch to sell trendy merchandise and phone accessories with 2 friends, on **Instagram**.
  - **Gross sales** of over **1.2 Million Rupees** that financial year.
  - **Grew** our instagram following to **22.3K followers** by opting various **marketing skills & tactics**.  
Instagram handle: **@printmemad**
- **Multi-disciplinary freelance designer** (March 2015 - Present)
  - Worked with many individuals, communities, NGOs, startups & organisations to **improve design, UI/UX and product strategy** resulting in **increased business & revenue**.
  - **Designed & Developed** multiple android apps with various freelancers and published on Google Playstore, have over **200,000+ installs** in total.
  - **Ran and led multiple successful marketing campaign** for huge community events including Google DevFest'18 - Delhi.

## Education

- Master's of Business Administration - IT & Marketing  
(2017-2019 Anticipated)  
  
Directorate of Distance Education,  
Swami Vivekananda Subharti University
- Bachelor's of Commerce  
(2014-2017)  
  
School of Open Learning,  
Delhi University

## Design Tools

- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- InVision
- Sketch
- HTML
- CSS
- XML

## Leadership Experience

- Co-Organiser, **Google Business Group - Delhi**
- Event Manager, **Google Developers Group - Delhi**
- Event Manager, **Google Developers Group Cloud - Delhi**
- Design Mentor, **Headstart Network - Delhi**