

ARJUN VARSHNEY

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Career Objective

Pre-final year CSE undergrad who loves understanding user behavior and turning insights into products. Experience spans merchant research for a food-delivery startup, retention analysis for consumer fintech, and building full-stack SaaS from scratch. Looking for a PM internship to learn, contribute, and grow.

Education

Indian Institute of Information Technology Nagpur

2027

Bachelor of Technology in Computer Science Engineering

Nagpur, Maharashtra

Experience

Strategy and Growth Intern @ RapidRaso

Jan 2025 - Mar 2025

- Conducted user research with 40+ restaurant owners to identify merchant pain points around onboarding and commission structures, synthesizing findings into a PRD that informed the founding team's go-to-market strategy and achieving a 20-25% conversion rate.

Projects

Backlog | AI-Powered Feature Prioritization SaaS

Feb 2026

- Identified that PMs spend 5+ hours/week manually triaging feature requests, built an AI-powered auto-triage system that classifies, prioritizes, and clusters incoming requests, deployed across 48 production instances.
- Built an AI-driven backlog refinement system using a RAG pipeline and K-means++ clustering that auto-classifies and tags incoming user stories by theme and urgency, helping PMs run faster sprint planning by surfacing highest-impact requests across 10 adjustable semantic clusters.

Post-Event Retention Automation | n8n, Twilio, Llama3 AI

Jan 2026

- Designed an A/B testing pipeline collaborating cross-functionally with marketing and engineering to personalize outreach for 50+ users via automated content generation — eliminating 100% manual effort while enabling real-time engagement tracking.
- Identified high-value leads getting lost due to slow routing prioritized a VIP alert system as the highest-impact feature, reducing response latency by 95% directly improving the product lifecycle from event attendance to sales conversion.

SplitWise Product TearDown | Retention & Life-Cycle Strategy

Dec 2025

- Performed competitive analysis of Splitwise's retention funnel, mapping the full user journey from group creation to settlement. Identified a 60% post-settlement usage drop caused by loss of group context a gap in the product lifecycle that existing features failed to address.
- Shifted retention focus from transactions to group continuity, defining Household Continuity Rate as the North Star.

Skills

Core Competencies: User Research, User Stories, Sprint Planning, Backlog Refinement, Go-to-Market (GTM), Product Vision, OKRs/KPIs, Competitive Analysis, Cross-functional Collaboration, Wireframing, Usability Testing, Success Metrics, Customer Pain Points, Product Lifecycle, User Journey Mapping, Feature Prioritization, SQL, Python.

Tools: JIRA, Trello, Notion, Figma, Microsoft Project, Miro, VisilyAI, Lovable, n8n, Google Colab, Power BI.

Positions of Responsibility

Head of DevTalks, Google Developer Group, IIIT Nagpur

Sept 2025 - Current

Marketing Lead, Entrepreneurship Cell, IIIT Nagpur

Nov 2024- Jan 2025

Achievements

1st Prize, StratQuest, AI/ML & Business Hackathon, Spring Fest'26, IIT Kharagpur

Jan'26

1st Prize, ReBranding Wars, UI/UX Hackathon, E-Summit'25,26, IIIT Nagpur

Feb'25, Jan'26

3rd Runner Up, Business Strategy Hackathon, E-Summit'25, IIITDM Jabalpur

May'25

3rd Prize, BrandStorm UI/UX Hackathon, Hi-Res Design Convergence, IIT Roorkee

Feb'25

Reliance Foundation Scholarship Holder, Selected from 60K+ students

Feb'24