

Anirudh Jagtap

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PROFESSIONAL SUMMARY

Product-focused engineer with 1.5 years of hands-on experience in product development, feature delivery, and cross-functional execution across enterprise software products. Experienced in translating business requirements into detailed product specifications, owning feature lifecycles from discovery to launch, and working closely with engineering, QA, and client-facing teams. Independently built and launched two live SaaS products (Projanix, WhataCampaign) and multiple internal tools, demonstrating a strong bias for ownership and execution. Proficient in using AI tools to accelerate product design, prototyping, and development workflows.

EDUCATION

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| Bachelor of Technology in Computer Science and Business Systems <i>Bharati Vidyapeeth Deemed to Be University, Pune</i> | <i>2021 - 2024</i> <i>CGPA: 9.12</i> |
| Diploma in Computer Technology <i>Bharati Vidyapeeth Institute of Technology, Navi Mumbai</i> | <i>2018 - 2021</i> <i>Percentage: 85.5%</i> |

EXPERIENCE

Associate Engineer - Product *Feb 2025 - Present*
Techalpha Group LLC

- Took ownership of product feature delivery for ReplyCX, an omnichannel customer engagement platform supporting WhatsApp, RCS, SMS, Email, and AI chatbot channels, contributing to a 35% improvement in client communication efficiency across 10+ enterprise accounts.
- Assisted in the end-to-end product development of Techalpha IO, an enterprise SMS platform, covering requirements gathering, stakeholder discussions, BRD and PRD documentation, sprint coordination, and soft launch, helping reduce time-to-market by approximately 3 weeks.
- Took ownership of the inbuilt ticketing module within ReplyCX for an international telecom client, coordinating product definition, UI design, and delivery to enable unified tracking and resolution of customer support tickets across WhatsApp, SMS, Web, and Email, reducing average ticket resolution time by 25%.
- Assisted in launching transactional and marketing email capabilities within ReplyCX, contributing to email segregation, routing logic, and delivery workflows that improved email deliverability rates to over 95% for enterprise clients.
- Took ownership of end-to-end user journey mapping for a major BFSI client, identifying workflow drop-off points and redesigning outreach flows across multiple channels, resulting in a 20% improvement in end-user engagement and conversion rates.
- Self-initiated and built the Techalpha Data Merger, an internal automation tool that processes and segregates 10M+ campaign records in under 1 minute, eliminating a 4 to 5 hour manual workflow and significantly improving operational efficiency for the campaigns team.
- Assisted in creating product mockups, wireframes, and UI prototypes using AI-assisted design tools including Figma, Galileo AI, and Uizard to accelerate review cycles and align engineering and client teams before development.
- Conducted requirement discovery sessions with enterprise clients, translating complex business needs into functional specifications and actionable product backlogs.
- Assisted in cross-functional coordination across engineering, QA, marketing, and client success teams to track feature priorities, resolve delivery blockers, and ensure on-time milestone completion.

Data Analyst Intern *Sep 2023 - Jan 2024*
Think Of It Foundation

- Took ownership of cleaning and analyzing large-scale electoral voting datasets using SQL and Python, improving data accuracy for downstream reporting.
- Built Power BI dashboards using DAX queries, enabling stakeholders to draw actionable insights from complex datasets.
- Developed Python-based classification models and communicated findings to non-technical stakeholders within project deadlines.

Jr. Business Analyst Intern *July 2023 - Oct 2023*
AH Beta Dynamics and Robotics Pvt Ltd

- Assisted in delivering requirements documentation including BRD and PRD creation, Power BI dashboard development, and data analysis to support business decisions across active projects.
- Built Python classification models and executed SQL queries to generate data-driven insights aligned with evolving project requirements.

PRODUCTS LAUNCHED

Projanix - AI-Native Project Management Platform

Launched May 2026

projanix.online

- Independently designed, built, and launched Projanix, an AI-native project management platform for developer and marketing teams that supports end-to-end project planning, task tracking, team management, and client delivery from a single workspace.
- Core AI capabilities include one-sentence project breakdown into structured task boards, real-time project health monitoring with predictive delay detection, and intelligent team-task matching based on skill and availability, reducing manual planning overhead significantly.
- Platform includes Kanban boards, dynamic timeline management, phase tracking, native requirements documentation, live expense tracking, team chat, guest share portals for client transparency, and audit logs for governance and compliance.
- Currently in active growth stage with 1 enterprise marketing team client, 3 beta testing teams, and 10 individual users onboarded since launch, with ongoing product iteration based on live user feedback.

WhataCampaign - WhatsApp Campaign Planning SaaS

Launched 2025

whatacampaign.in

- Built and launched WhataCampaign, a SaaS web application that helps businesses plan and execute safe WhatsApp marketing campaigns without account blocks, handling contact management, daily send limits, cooldown enforcement, AI-powered spam content screening, and auto contact shuffling.
- Designed the complete product workflow enabling businesses to upload contacts, plan multi-day campaigns, and export ready-to-use files compatible with any official WhatsApp sender tool, with no API dependency required.

ReplyCX Ticketing Module - Product Feature

2025

Techalpha Group LLC

- Took ownership of product definition, requirements documentation, and UI design for an inbuilt customer support ticketing system within ReplyCX, enabling businesses to track, manage, and resolve customer support tickets across WhatsApp, SMS, Web, and Email from a single platform.
- Used AI-assisted prototyping tools to rapidly iterate on the interface design, aligning engineering and client teams before development and ensuring on-time delivery for an international telecom client.
- Feature contributed to a 25% reduction in average ticket resolution time and improved visibility of support workflows across communication channels.

PROJECTS

LeadFlow - Mini CRM with One-Click WhatsApp Outreach

- Built a lightweight CRM web application for small businesses to manage leads, track pipeline stages, and organize customer data from a single dashboard with no technical setup required.
- Implemented one-click WhatsApp messaging using the wa.me link format, opening the customer chat in the user's personal WhatsApp app with a pre-filled personalized message, eliminating manual copy-pasting.
- Built a dynamic template engine with variable support such as name and status fields that auto-fills customer details before message dispatch, enabling personalized outreach at scale.
- Included a pipeline view for tracking leads across stages and a templates manager for creating and reusing message templates.

Techalpha Data Merger - Internal Automation Tool

- Identified a recurring operational bottleneck where the campaigns team spent 4 to 5 hours manually merging and segregating campaign data. Designed and built an internal automation tool that processes 10M+ records in under 1 minute, a self-initiated effort to eliminate inefficiency and free up team bandwidth.

Campaign Analytics Dashboard

- Built an interactive campaign performance dashboard using AI-assisted development tools, enabling real-time visualization of delivery rates, open rates, and conversion metrics across SMS, Email, and WhatsApp for internal reporting and client reviews.

Diabetic Retinopathy Detection Using Deep Learning

- Developed a deep learning model using Convolutional Neural Networks to automate detection of Diabetic Retinopathy from retinal images, achieving strong classification accuracy on benchmark datasets.

TECHNICAL SKILLS

Product Management: Product Roadmap Planning, BRD and PRD Writing, Product Lifecycle Management, Feature Prioritization, User Story Writing, User Journey Mapping, Agile and Scrum, Sprint Planning, Backlog Management, Stakeholder Management, Go-to-Market Planning, Customer Experience (CX), AI Product Management

Tools: Figma, Jira, Notion, Miro, Confluence, MS Excel, Google Sheets, Power BI, Tableau, Google Looker Studio

AI Tools: Claude, ChatGPT, Cursor, GitHub Copilot, Galileo AI, Uizard - used for product design, prototyping, and development workflows

Technical: Python, SQL, HTML, CSS, JavaScript (basic), Pandas, NumPy, MySQL, PostgreSQL, Streamlit

Communication Channels: SMS, RCS, WhatsApp, Email (Transactional and Marketing), AI Chatbot and Conversational AI

Soft Skills: Problem Solving, Critical Thinking, Adaptability, Learning Agility, Cross-functional Collaboration, Technical Communication, Time Management

POSITIONS OF RESPONSIBILITY

Co-Secretary (Discipline) - BV DU NM DET

2023 - 2024

- Co-managed discipline and crowd management for large-scale institutional events with 2,000+ attendees.
- Coordinated with multiple teams to ensure smooth event execution and maintain a safe environment throughout.