Harshit Chaudhari

Product Manager · Designer · India

hi@harshitchaudhari.com · linkedin.com/in/harshitchaudhari

harshitchaudhari.com ↗

Product builder with 5+ years across fintech and consumer AI, moving into product management. Brings a designer's eye for UX, a product focus on the why and the metrics, and the hands-on skill to build working products with AI.

CASE STUDIES

- **WHOOP Jet Coach.** Beat jet lag with a plan that adapts to how you actually slept. harshitchaudhari.com/whoop
- **CRED Lounge.** Find every airport lounge your credit cards already get you into. harshitchaudhari.com/cred

EXPERIENCE

Independent Projects · Product Builder

Feb 2025 – Present · Consumer AI

- **Why product.** As a designer, already did much of the product thinking, from why something got built to what the numbers said. Stepped away to do it as a product manager, not the designer arguing for it from the side.
- **Building with AI.** As AI agents changed how products get built and what companies expect from a PM, went all in on building with them, whether or not the product has AI inside: from orchestrating the agents to keeping it running once live. More on my portfolio, harshitchaudhari.com.

5paisa · Senior Product Designer

Thane, India · Jul 2021 – Jan 2025 · Fintech

- **Led a ground up redesign** of the mobile trading app with 3 designers to get ahead of competitors, not just catch up. Added new features, shipped in stages.
- Increased **DAU/MAU by 4.5%** and **avg. time spent per user by 21%** following the phased rollout.
- Contributed to **16% revenue increase to ₹395 Cr** and **39% rise in total orders to 184M** through strategic app redesign, in a collaborative business effort.
- Took on the **web app** next, reusing the mobile design system and reworking it for web, while still covering mobile, F&O and other areas of the product.
- **Brought design and product thinking into the company**, holding the bar on why we built and how well it shipped, and set up how design, product and engineering work together. Joined as Product Designer, **promoted to Senior**.

ProCreator · UI / UX Design Intern

Navi Mumbai, India · Jan 2021 – May 2021 · B2B SaaS

Worked on digitising construction procurement, a tedious, manual process with no standard way to quote, order or track: designed the information architecture and task flows for the purchase order journey, built the design system for the app and PWA, and designed a multilingual PMAY housing lottery platform.

ENTREPRENEURIAL PURSUITS

Built and ran TerpenePuff, a D2C brand, solo in college, selling through its own store, marketplaces and retailers: grew monthly revenue **from ₹1.5L to ₹4L in four months**, ₹11L in total at **~55% margin**. Before that, ran marketplace e-commerce and dropshipping from high school, and built Technonium, a tech media brand covering launches, news and reviews on its site and YouTube, alongside other YouTube channels.

SKILLS

Product: Product Sense, Product Strategy, Systems Thinking, Pattern Recognition, Cross-functional Collaboration

AI: Consumer AI, Agent Orchestration, AI Evals, LLM Observability, Agent Skills, MCP, 0 to 1 Building, Claude Code, OpenAI Codex

Design: Design Thinking, User Research, UX, Interaction Design, Information Architecture, User Journeys, Prototyping, Figma

EDUCATION

B.Des, Communication Design · MIT Institute of Design, Pune · 2017 – 2021