

# Gowdhaman D

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## Professional Experience

### Product work, *Upraised*

Mar 2022 – present

- Product Observations [🔗](#)
- PRD - Solving the KYC problem at Fi [🔗](#)
- Case Study - iPhone x Bluetooth - Improving UX of Bluetooth navigation by Human Centred Designing [🔗](#)
- Case study - Nykaa [🔗](#)

### Portfolio Manager, Executive Manager, *Stellar International Group*

Jan 2022 – present | United Arab Emirates

- Commercial Due Diligence on early stage companies - scrutiny on **target company's competitiveness and market strengths**; conducted CDD over 10 companies across various industries like Recycling, Recommerce, Alcohol, Clothing, Digital betting and Fintech.
- Working closely with founders of investee companies in developing **GTM strategy and Roadmap for products**. Designed a wildcard feature as a part of Virality for a Nigerian Fintech company. Acquired 100+ Customers in the first month
- Working on **customer development** for a ride-hailing app based in the UK - understanding pain points of drivers who live in the outskirts of cities by conducting user interviews and ideating a solution.
- Working closely with designers and developers to build products and websites for subsidiaries.

### Financial and Legal Manager,

Jan 2022 – present | African continent

*IMG Global, Digital betting Platform (Subsidiary of SIG)*

- **Leveraging data and analytics** to reduce costs and improve betting experience - **reduced the cost of daily reconciliation by 50%** by building an in-house team.
- Business **expansion strategy** by researching and leveraging new potential investee companies. Negotiated a deal with a recommerce company to pre-install our app during refurbishment of mobile phones.
- Handling the **marketing aspect of Acquisition** - Measuring campaign performance, and ROI

### Digital Marketing Analyst, *Gen Medium*

May 2020 – Jun 2020

- Increased page rank from page 5 to Top 5 for a Cancer treatment platform by Optimising website and landing pages, resulting in 37% growth in organic traffic over 45 days
- Increased budget from 2 Lakhs to 4 Lakhs for real estate builders in hyderabad by running successful Facebook campaigns
- Created daily reporting around keyword and leveraged this reporting to incrementally improve the conversion rate by 20%

## Education

### CAP Product Management, *Upraised*

Jan 2022 – Jun 2022 | Bangalore

### B.Tech, *VIT Vellore*

2016 – 2020 | Vellore, India

- CGPA 8.82/10
- VIT merit scholarship (2016-2017)
- VIT merit scholarship (2018-2019)

## Projects

### Capstone project: Geochemical Assessment of Lake Water and its surrounding Groundwater quality for drinking purpose in northern Chennai, India

Oct 2019 – Mar 2020

### Identification of Landslide prone Areas in Nilgiris District using Quantum GIS

Oct 2018

## Skills

Postman

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Miro

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SQL

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Figma

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Webflow

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Adobe Illustrator

● ● ● ● ●

Adobe Indesign

● ● ● ● ●

Adobe Photoshop

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## Interests

**Web 3.0** (*Business Model, DeFi, building products in this space*)

**Value Investing** (*Learning to invest in equity by analysing companies*)

**Building 0 to 1 products** (*Disruptive innovation, vertical innovation*)

**No-code tools** (*Building products with connectors and adapters*)