

ARHAM AQEEL

Product Manager | Builder | Growth Strategist | Trichy, India

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PROFILE

Technical Product Builder and Growth Strategist bridging the gap between engineering execution and user-centric design. Founded ThriftX (a P2P marketplace), validated Arangam (an artisan startup), led a 17-member cross-functional engineering team to national podium finishes at BAJA SAEINDIA, and managed data-driven growth campaigns at Blink Digital. I specialise in taking ambiguous problems, writing the PRD, architecting the MVP, and driving targeted user acquisition to scale platforms from zero to one.

EDUCATION

- National Institute of Technology Tiruchirappalli** Aug 2022 – Present
B.Tech in Mechanical Engineering | *Extracurriculars: PSI Racing (Brakes Subsystem Lead), Festember AV Director*

PRODUCTS BUILT & VALIDATED

- ThriftX — Founder & Solo Builder, P2P Thrift Marketplace** Jan–Mar 2026
 - Identified an underserved gap in the Gen-Z secondhand commerce market and conceptualized, designed, and built a comprehensive peer-to-peer marketplace entirely from scratch.
 - Owned the complete product lifecycle: scoped the MVP requirements, designed intuitive user journeys in Figma, and engineered the full technical stack using Next.js, Tailwind CSS, and Firebase.
 - Defined core platform mechanics including search/discovery algorithms, low-friction seller onboarding funnels, and strict listing quality standardisation metrics to ensure premium aesthetic consistency.
 - Designed and implemented a robust trust-and-safety framework featuring dispute resolution workflows, order tracking, and secure peer-to-peer transaction guidelines to minimize platform churn and risk.
- VivaVoce — AI Professor (EdTech Product)** Mar 2026
 - Discovered a critical academic pain point around oral exam preparation for engineering students and conceptualised an AI-driven mock viva simulator to bridge the preparation gap.
 - Designed a frictionless user interface allowing customized subject/topic selection, adaptive difficulty controls, and real-time adversarial questioning powered by the Llama 3 LLM and NVIDIA APIs.
 - Incorporated continuous user feedback loops to systematically refine LLM prompt engineering, ensuring highly accurate, context-aware, and constructive end-of-session student assessments.
- Arangam — Artisan Marketplace (Early Stage Startup)** 2025
 - Spearheaded deep market validation for an artisan-to-consumer gifting platform, aiming to bridge the critical distribution gap between rural craftsmen and high-intent urban buyers.
 - Conducted extensive qualitative user research, executing 50+ on-ground field interviews with cooperatives across Tamil Nadu and conducting consumer product testing sessions in Bangalore.
 - Synthesized unstructured research data to formulate a precise Go-To-Market (GTM) strategy and successfully pitched the Next.js/Supabase MVP to the Rockfort Venture Club investor panel.

PROFESSIONAL EXPERIENCE

- Digital Marketing Intern, Blink Digital, Mumbai** Mar–May 2025
 - Directed paid user acquisition strategies across Meta Ads and Google Ads for 3 distinct e-commerce clients, aggressively optimising Customer Acquisition Cost (CAC) and Return on Ad Spend (ROAS).
 - Executed comprehensive multivariate A/B testing on ad creatives and landing page copy, analyzing granular funnel drop-offs to drive significant, measurable improvements in lead-to-conversion rates.
 - Built custom Zapier workflows and robust Python scripts to completely automate campaign reporting, reducing manual data processing time by over 80% and accelerating strategic insights delivery.
- Brakes Subsystem Lead & Chief Design Engineer, PSI Racing — NIT Trichy** Jan 2023 – Jan 2025
 - Led a 17-member cross-functional engineering team, managing product roadmaps, cross-departmental resource allocation, and strict delivery timelines for national BAJA SAEINDIA engineering competitions.
 - Translated complex vehicle dynamics requirements into actionable design sprints, ensuring seamless integration and alignment between CAD design, physical manufacturing, and dynamic validation phases.
 - Propelled the team to successfully secure **AIR-2 nationally** at BAJA SAEINDIA 2024 and pioneered the research and integration of regenerative braking in the 2025 electric vehicle platform.

SKILLS

- Product Management:** PRD Writing, MVP Scoping, Agile Methodologies, User Journeys, Wireframing, Go-To-Market Strategy
- Growth & Analytics:** A/B Testing, Meta/Google Ads, CAC/LTV Optimization, Funnel Analysis, Google Analytics, Zapier Automation
- Technical Foundation:** Next.js, React, Firebase, Python, SQL, REST APIs, Git, Figma, Data Pipelines
- Leadership:** Cross-functional team alignment, stakeholder communication, resource planning, rapid prototyping, strategic execution