



Bharat Barve
CSPO, UX Certified
<https://www.bharatbarve.com/>
Sr. Product Manager
(8+ Years)

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TECHNICAL SKILLS

Product Management	Product Roadmapping, User stories, Stakeholder Management, A/B Testing, B2B, B2C, SaaS, Business Processes, Product Strategy
Analytical Tools	Heap, Looker, Mixpanel, Split, Rudderstack
AI Tools	Claude CoWork (automations, connectors), Lovable (Prototyping), ChatGPT (analysis, ideation), Perplexity (research)
Task Management	Jira, Monday, Asana
Design/Collaboration	Miro, Figma, Canva, Confluence
Methodologies	Agile (SCRUM, Kanban), Sprint planning & retrospectives
Languages	English (Professional), French (A2), German (A1)

Jul 2024 – present

Sr. Product Manager

Velotio Technologies(a R-Systems Company), Pune, India

- Led **process discovery** with stakeholders, mapped **workflows in Miro**, and prioritised gaps into a structured roadmap presented to **leadership**.
- Implemented **automation** using **Claude CoWork (skills and connectors)** to reduce manual reporting effort, **improving efficiency by 76%** with minimal human intervention.
- Led a cross-departmental strategy to overhaul the web & mobile user experience via user feedback integration and market trends, driving a **10% surge** in engagement through a comprehensive booking funnel redesign experimentation.
- Analysed user behaviour data (**Heap, Looker, Mixpanel**) to identify funnel gaps and prioritise roadmap initiatives, contributing to a **10–15% increase in conversion rates**.
- Engaged with engineering team for POCs, hypothesis and tech improvements around **API enhancements**, and collaborated with teams via **Miro, Figma & Confluence**.
- Improved **search and filtering** functionality, collaborating with designers, researchers and dev teams on UI/UX enhancements, shipping **18%** more users in the user funnel.
- Launched **3 A/B tests** after thorough market research, cross-functional collaboration and analyzed the performance metrics that showed an upward trend of **15%** more traffic into the booking funnel.
- Built rapid **prototypes** and tested **hypotheses** using **Lovable**, validating ideas with stakeholders and influencing feature decisions.

Achievements:

- Recorded a **tech short** for Velotio on how engineers can develop the features keeping in mind the business goals [[How engineers can think like PMs](#)].
- Developed a product framework called **C.O.D.E.X**, enabling engineers to build business acumen and align technical decisions with overarching business objectives.

Product Manager

Velotio Technologies, Pune, India

- Drove product **growth** through SEO optimization and discovery strategies, implemented cross-linking of different pages increasing overall traffic by **25%**.
- **Analysed** the different steps in the product funnels via **Heap**, led in-depth **data analysis** and UX enhancements, which **reduced** user drop-offs by **17%** throughout.
- Led product **road mapping**, feature kick-offs, and A/B testing, prioritizing the features strategically that aligned closely with the business goals focused on user needs.
- Authored detailed user stories in **Jira**, templatised PRDs and performed **UAT** across multiple platforms, improving development **practices by 20%**.
- **Monitored** A/B test metrics in **Split**, driving data-backed decisions that boosted feature adoption by **12%**, paving way to future tests for product growth and reach.

Sep 2021 – Jun 2024

- Ideated **design system** working alongside UX designers to improve the feature implementation rate by 12% and maintaining consistency across the product.

Achievements:

- Created a **D.I.A.P.E.R** framework to address potential issues early and ensure consistent, reliable software releases. (later published on [Velotio blog](#)).

Oct 2017 – Sep 2021



Sr Business Analyst

Velotio Technologies, Pune, India

- Established **strong relationships** with key stakeholders, fostering **collaboration** and **growth-mindset** across departments for seamless product development.
- Led product grooming, discoveries, and demos, adding over 50 new enterprise customers and **onboarding 25+** team members via people development framework making sure there is no information leak.
- **Coached** engineering teams to align with product business goals, improving cross-functional collaboration resulting in a **10%** reduction in development cycle time.
- **Implemented Agile** methodologies to enhance the project processes and reduced the feature delivery time by **15%** along with engineering efficiency by **10%**.
- Recognised by clients for giving quality **product demos** and **onboarding experience**.

Mar 2016 – Oct 2017



Sr Business Analyst

Hartley Lab, Pune India

- Identified key gaps in the travel industry, leading to the design and launch of member-only travel clubs that enhanced **customer retention by 20%** and generated an additional **15% in client revenue** supporting businesses in reaching growth objectives.
- Led and released over 10 white-labelled websites for top travel pioneers, driving a **25% growth** in user engagement through integrated travel rewards systems.

Achievements:

- Acquired 5 new large accounts at the **RISE** conference in **HongKong**, boosting the company **revenue by 30%**.

May 2015 – Feb 2016

Associate Project Manager

Exult Infosolutions, Pune India

- Designed enterprise-level software solutions using Adapt frameworks to create customized learning solutions, improving **customer training effectiveness by 25%**.

Apr 2014 – May 2015

Business Analyst

Webonise Lab, Pune India

- Designed and developed systems to analyze UAV GIS imagery, providing detailed reports on soil and plant health that **helped** crop yield predictions **by 15%** and enhanced operational efficiency for agriculture clients in the USA.

EDUCATION

MBA [Information Technology]

IndSearch (Pune, India)

Bachelor of Computer Science

Hal College (Nashik, India)

CERTIFICATIONS



- A/B Testing Mastery from CXL [Sept 2025]
- Product Analytics Certified from Pendo.io [Feb 2025]
- Product Road mapping [Feb 2024]
- Scrum Product Owner [Jul 2021]
- User Experience Design [Jul 2020]