

Kevin Joseph

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Professional Summary

Product Manager with **5+ years building 0→1 products** across live events, AI, and fintech. Currently **Founding PM at AgentAri**, driving **Tikiti** (event-ticketing platform) and **Ari** (AI artist-manager platform) — powering ticketing for **India's Got Latent S2** and a **1M-registrant** pre-sale for the Samay Raina India Tour. Previously a founding member at Deciml, driving **18x user growth**. Skilled in AI-led rapid prototyping, PRD writing, user-journey design, and cross-functional product delivery.

Experience

Founding Product Manager, AgentAri Technologies — Tikiti & Ari

Oct 2025 - Present

- **Own product end-to-end for Tikiti, a 0→1 event-ticketing platform** — producer onboarding, a zone-first event-creation flow, revenue simulator, discount & promo engine, multi-city show creation, and an embedded Meta/Google “Marketing-as-a-Service” module tying ad spend to real ticket sales.
- **Led ticketing for India's Got Latent Season 2 (Samay Raina)** — designed the pre-sale booking flow, participation forms, live voting and admin/whitelist tooling, converting captured demand into **~1,000 ticket sales** via targeted WhatsApp campaigns.
- **Architected a 1,000,000-registrant pre-sale demand-capture system** for the Samay Raina India Tour — OTP-verified registration surfacing **city-level demand signals** to guide venue and show-count planning, with consented Email/WhatsApp/SMS launch channels (DPDP-compliant).
- **Designed Habitat, a two-sided venue-management engine** for a stand-up comedy venue (~142 comics) — comic mobile app + admin lineup board with drag-and-drop programming, attendance→payout batching, and a WhatsApp trigger system across the show lifecycle.
- **Ari (AI artist-manager platform):** authored the Outreach PRD and designed an **LLM-powered taxonomy engine** mapping creators (Modash) and brands (Apollo) to a shared tag schema — turning brand-matching into a sub-100ms SQL scoring join at ~\$0.01 marginal cost per creator.
- **Shipped artist storefront, merch & fan-engagement experiences** for talent including Samay Raina, Zakir Khan and Vishal Dadlani.
- **Authored detailed PRDs, user journeys and flow docs;** used AI tools (Figma Make, Lovable, ChatGPT) to rapidly prototype clickable flows and UI mock-ups, compressing design-to-dev cycles.
- **Drove payments & compliance readiness** — DPIIT recognition, DLT registration, and Razorpay/Juspay onboarding.

Product Consultant, Spinn.co (Side Project)

Mar 2026 - Present

- **Sole product owner and builder for Spinn, a 0→1 laundry & ironing pickup-and-delivery platform** — scoped, designed and shipped to production, expanding a single-app brief into a four-sided system.
- **Delivered the full stack** — customer web app (multi-step booking wizard, pincode serviceability, no-login live order tracking), a real-time admin Kanban ops dashboard, and delivery- & ironing-partner apps with photo-proof fulfilment and a partner payout engine — built fast with AI-assisted tooling (Lovable).

Associate Product Manager, Deciml

Jan 2024 - Sep 2025

- Grew users **18x** through optimized onboarding and multi-channel engagement, achieving **₹25L monthly AUM additions**.
- Rebuilt **KYC onboarding flows** to reduce friction for new capital-market users, increasing **install-to-KYC rate by 30%**.
- Led weekly sprints to **ship 30+ features**, prioritizing the roadmap with a P1/P2/P3 impact-effort framework; ran closed betas with 100+ users to refine features pre-launch.
- Ran A/B tests on onboarding and notification timing, lifting **activation conversion 26%** and cutting **30-day churn 20%** with retention nudges.
- Authored PRDs defining user flows, technical specs and UI, and used AI to prototype features and mock-ups — driving seamless product-design-engineering collaboration.

Customer Experience Manager, Deciml

Sept 2022 - Dec 2023

- Automated keyword-based query resolution (**~60% manual effort, NPS 90**) and launched a WhatsApp support bot via Gupshup (**~45% workload**); ran RFM cross-sell campaigns adding **₹6L AUM/day**; distilled **1,500+ user interviews** into launches like digital gold; led a 7-member CX team (**+50% first-contact resolution**).

CRM Associate, Deciml

Aug 2021 - Aug 2022

- Ran multi-channel CRM campaigns for **10K+ users** and built early customer-support processes, improving engagement **~17%** across three user segments.

Technical Skills and Tools

- **Product Management:** PRD Writing, User Journey Mapping, Roadmap Planning, Prioritization (RICE, P1/P2/P3), A/B Testing, Figma, Trello
- **AI & Prototyping:** Lovable, Figma Make, ChatGPT, Perplexity, LLM Taxonomy & Matching, Rapid Prototyping
- **Analytics & Data:** Mixpanel, MoEngage, CleverTap, RFM Analysis, Cohort Analysis, Funnel Optimization
- **Integrations & APIs:** Payment Gateways (Razorpay, Juspay, Cashfree), WhatsApp Business API (Gupshup), Modash, Apollo, KYC APIs
- **Domains:** Event Ticketing, Creator Economy, 0→1 Fintech, Two-sided Marketplaces

Certification & Education

Growth X - Product Bootcamp | 2023
BBA - HR | Sinhgad College of Commerce | 2017-2020

Projects

1. Growth X - Acquisition - [Link](#)
2. Growth X - Onboarding - [Link](#)
3. Growth X - Engagement & Retention - [Link](#)