

SWARICA G. MASCARENHAS

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PROFESSIONAL SUMMARY

Product Manager with 3 years building and scaling digital products across GovTech, consumer platforms, e-commerce, and SaaS. Recent work centers on applied agentic AI, designing and shipping LLM-powered assistants that automate triage, summarize reports, run predictive analysis, and generate personalized stakeholder communications for a live government deployment. Also the founding PM behind a hyperlocal social platform, taking it from 0-1 to 7,000+ sign-ups. Comfortable in handling API documents, working close to engineering on AI/LLM tooling, translating ambiguous problems into shipped features, and tying product decisions to activation, retention, and revenue outcomes.

WORK EXPERIENCE

STATE DEPARTMENT (GOVT. BODY) — *Independent Product Consultant* - Jan 2026 – Present

- Designed and deployed an agentic AI assistant for government officials that summarizes reports, runs predictive analysis on incoming issues, and pulls up individual citizens' tickets to track resolution status in real time
- Extended the assistant to draft personalized PR SMS responses in the minister's own voice, giving officials a fast, on-brand way to communicate with constituents at scale.
- Engineered a real-time, AI-enabled ticket-routing system as a scalable SaaS-model solution for government offices, replacing multi-day manual assignment with automated triage, achieved 100% query ownership and full audit traceability on every ticket.
- Digitized a fully manual, paper-based grievance process handling 8,000+ tickets monthly, eliminating physical filing and manual hand-offs end-to-end.
- Built an AI-powered analytics dashboard for department heads surfacing grievance resolution/failure rates and predictive volume trends, projected to cut turnaround time by 30% post-deployment.
- Ran on ground field visits with citizens who'd filed grievances to diagnose failure points in the paper process, mapped qualitative findings that directly shaped the status-tracking feature.

GELO — *Founding PM (Product and Strategy)* - Mar 2024 – July 2026

- Defined product vision, GTM strategy and 12-month roadmap, increasing early adoption rate on iOS and Android; redesigned onboarding in Figma using behavioral design principles, lifting activation by 30–45%.
- Ran 15+ A/B tests across the funnel to validate features before committing engineering resources.
- Scaled to 7,000+ sign-ups and 3,000+ event participants within 3 months of launch through community partnerships and an ambassador program.
- Designed and shipped a hyperlocal discovery feature enabling real-time visibility of attendee profiles at a startup fest in Delhi, supporting 80,000+ concurrent users.
- Led user research and competitive analysis across 300+ respondents to shape product direction and positioning.
- Used LLM-assisted workflows to reduce brief-to-prototype turnaround by ~30%.

HEPTA — *Product Manager* - Feb 2023 – May 2024

- Managed end-to-end product development and stakeholder communication for premium digital brands and e-commerce experiences across Indian and global markets.
- Led high-volume e-commerce builds for luxury fashion and consumer brands (500+ SKUs, 30+ PLPs per project) with real-time inventory sync and structured taxonomy; checkout and cross-sell optimization drove a 25% increase in AOV.
- Ran funnel optimization across browse, PLP, PDP, and cart; A/B testing sort logic and introducing intent-based recommendations, lifting conversion rate, add-to-cart rate, and revenue per session by up to 15%.
- Optimized PDP metadata and keyword architecture for a celebrity-led online closet's product drops, driving up to 38% AOV lift during peak release windows.
- Tracked and conducted monthly one on one analytics and performance reports with stakeholders, evaluating North Start metrics and identifying key areas for improvement.

VOOSH — *Strategy and Communication Lead* - Nov 2020 – Dec 2022

- Launched Pay with Voosh Coins, delivering a 35% lift in repeat orders and 25% reduction in churn.
- Owined product marketing strategy and collaborated on UX for an AI-powered dispute-management dashboard for cloud kitchens.

SELECTED INDEPENDENT AI PROJECT

Sales Attribution Agent — Built an agentic model using n8n workflow to interpret a natural-language sales-attribution query, surface the current attribution logic and its potential failure points and misuse risks, then connected it to the sales database and internal performance system for live attribution tracking, projected to displace by 15–20%.

TOOLS AND SKILLS

Agentic AI / LLM: Claude, n8n, Copilot, prompt design, predictive analytics, LLM-assisted workflows

Product: Roadmapping, PRDs, User Research, Wireframing, A/B Testing, Journey Mapping, API knowledge

Project Management: Stakeholder Management, Resource Allocation, Budget Tracking, Cross-functional Leadership, Vendor Management, Data Driven Decision Making.

Frameworks: JTBD, PMF Validation, OKRs, Agile/Scrum, Growth Loops, Activation Funnels, Sprint Planning & Retrospectives

Tools: Figma, JIRA, Asana, Google Analytics, SQL, GraphQL, PowerPoint, Excel, Mixpanel.

EDUCATION

Bachelor of Media and Communication (Specialization in Marketing) — Sophia College for Women, Mumbai (GPA 3.8/4.0)