

# SAGNIK MANDAL

Product Manager · UI/UX Designer · AI & SaaS Builder

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## PROFILE

Pre-final year ECE undergrad at Heritage Institute of Technology turned product thinker. I bridge the gap between user insight, design, and engineering having shipped AI products at ISRO-level hackathons, built a healthcare super-app (MedXpress), and driven growth at an early-stage startup (Dgen Technologies) as a Founding Member. I bring product intuition, design fluency, and a builder's bias to every table. Actively seeking PM / Associate PM internships and roles where I can own products end-to-end.

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## EXPERIENCE

**Founding Member — Business Development, Marketing & Growth** | [Dgen Technologies](#) | Kolkata (Hybrid)

2025 – Present

- ▶ Partnered directly with founders to define go-to-market strategy and identify target customer segments for a B2B IoT & SaaS product.
- ▶ Built and managed outreach pipelines, leading to early partnership conversations with potential enterprise clients.
- ▶ Owned content & community strategy across LinkedIn and Twitter, growing brand presence from zero to an engaged early-adopter community.
- ▶ Conducted competitive landscape research and synthesised findings into product-positioning briefs used by the core team.

**Co-Founder & Product Lead** | [MedXpress](#) | Kolkata

2024 – Present

- ▶ Conceptualised and led product development of a unified closed-loop healthcare platform that issues unique Patient IDs and creates lifelong digital health records — akin to what PhonePe did for UPI, but for India's ABHA ID ecosystem.
  - ▶ Defined the product vision: empowering local clinics and pharmacies with digital infrastructure rather than displacing them with dark stores or warehouses.
  - ▶ Conducted 40+ user interviews across patients, clinic staff, and pharmacists to map pain points and validate core flows.
  - ▶ Created end-to-end wireframes and high-fidelity prototypes in Figma for patient onboarding, prescription management, and clinic dashboard.
  - ▶ Wrote the initial PRD covering user personas, jobs-to-be-done, feature prioritisation (MoSCoW), and success metrics.
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## PROJECTS & RESEARCH

**Cyclogenesis Prediction AI** — ISRO Bharatiya Antariksh Hackathon 2025 — National-Level Hackathon

- ▶ Collaborated with a cross-functional team to develop a deep learning model predicting cyclone genesis from satellite imagery and meteorological data for ISRO's national challenge.
- ▶ Owned product scoping and presentation strategy; distilled complex model outputs into actionable insights for non-technical evaluators.
- ▶ Achieved Top 30 at ISRO BAH 2025, competing against 8500+ teams pan-India.

**LegalEagle** — AI-Powered Legal Clause Analyser for Indian Users

- ▶ Built an AI tool that parses, simplifies, and flags risky clauses in Indian legal contracts, making legal review accessible to non-lawyers.

- ▶ Identified the problem through primary research: 70%+ of SME founders sign contracts without understanding key clauses.
  - ▶ Designed the UX end-to-end - upload flow, clause highlighting, risk scoring, and plain-English summaries.
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## SKILLS

<b>Product</b>	Product Strategy · PRD Writing · User Research · Roadmapping · MoSCoW Prioritisation · OKRs · A/B Testing
<b>Design</b>	Figma · User Flows · Wireframing · Prototyping · Usability Testing · Design Systems
<b>Growth / BD</b>	GTM Strategy · Competitive Analysis · Community Building · Content Marketing · Outreach Pipelines
<b>Technical</b>	Python (basics) · REST APIs · AI/ML concepts · Prompt Engineering · GitHub
<b>Frameworks</b>	Jobs-to-be-Done · RICE Scoring · Double Diamond · Lean Startup · Agile / Scrum

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## EDUCATION

**B.Tech in Electronics & Communication Engineering** 2022 – 2026

Heritage Institute of Technology, Kolkata · MAKAUT University

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## ACHIEVEMENTS & ACTIVITIES

- ▶ **Participant** — ISRO BAH 2025
  - ▶ Entrepreneurship Development Cell, Heritage Institute of Technology - Active member; participated in ideation sprints and startup workshops.
  - ▶ Building in Public - documenting MedXpress journey on LinkedIn; [Achieved 100K impression in 1 month].
  - ▶ Coordinator of Gaming Club of HITK
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References and extended portfolio available on request.