Debolina Guha

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LinkedIn | **Portfolio**

SUMMARY

Product Associate with 2+ years shipping 0→1 initiatives across B2C and B2B SaaS. Proven ability to turn complex workflows into measurable wins - from reducing signup friction to optimizing latency-critical systems. Hands-on with product planning, prototyping, data analysis, and cross-functional delivery.

EXPERIENCE

Duruper | Product Associate Bangalore, IN | *Feb 2026 – Present*

- **Planned WhatsApp-based candidate sign-up**, reducing average signup time from 3 minutes to 15–30 seconds and simplifying onboarding for blue-collar candidates.
- **Designed WhatsApp-based interview auto-scheduling flows** and defining integration requirements to reduce manual scheduling and coordination for HR teams.
- **Led 0→1 product development** for candidate registration using face recognition & Aadhaar verification.
- **Defined referral-code & incentive flows** for candidate sign-up, including referral benefits & tracking to test referral-driven candidate acquisition.
- **Designed an operations dashboard** covering sign-ups, activation, membership & revenue, giving stakeholders a consolidated view of platform performance.

Asadel Technologies | Associate Product Growth Strategist Delhi, IN | *May 2024 – Jan 2026*

- **Worked directly with enterprise clients** including Omaxe, Lotte, AIIMS, and TCI to understand operational needs, validate solutions, and resolve product issues.
- **Reduced face recognition latency from 4 minutes to 20 seconds** through iterative testing and GPU/CPU optimization across multiple security cameras.
- **Prototyped oral cancer data collection app** by gathering doctor feedback, mapping out dentist-patient flow & performing usability test - currently being used in Dental colleges.
- **Improved organisation-client relations** by coordinating root-cause resolution & corrective action for dissatisfied enterprise accounts by bridging communication between clients and technical team, helping restore engagement and secure repeat business.

EDUCATION

University of Alberta Edmonton, Canada
Bachelor of Science in Integrative Physiology (Specialization) Nov 2022

SKILLS

Product: Requirements Gathering | Feature Planning | User Journeys | Wireframing | Prototyping | Stakeholder Management | Cross-functional collaboration
Analytics & Tools: Google Search Console | Google Analytics | Figma | UX Pilot | GCP Cloud