

APARNA DHAUNI

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SUMMARY

Product Manager with experience across fintech product management, business analysis, and IT staffing. Specializes in Loan Origination Systems (LOS/LMS) and end-to-end customer lending journeys. Proven track record of delivering 0→1 products, reducing application turnaround time by up to 80%, and driving product adoption through workflow optimization and API-led integrations. Adept at translating complex financial and operational processes into scalable platforms and intuitive user experiences. Leverages AI-driven tools to accelerate product development, improve decision-making, and enable workflow automation.

COMPETENCIES:

Product & Execution: 0-to-1 Product Launches, PRD Writing, User Stories, Agile Delivery, Sprint Planning, UAT, Backlog Grooming

Growth & Analytics: Funnel Optimization, Conversion Improvement, SQL, Product Metrics, Dashboard Reporting, Data-Driven Decision Making

Fintech & Domain: Loan Origination Systems (LOS), KYC Flows, Lending Journeys, Third-Party API Integrations, Claims Processing

Collaboration: Cross-functional Leadership, Stakeholder Management, Partner Training, Client Management

Tools: Jira, Confluence, Asana, Figma, SQL, Power BI, Google Analytics, Cursor, Claude, Replit, Lovable

EXPERIENCE:

PhysicsWallah Limited

Feb 2025 - Present

Product Manager (FinZ, LOS)

- Led the 0→1 launch of a Higher Education Loan product, designing multi-applicant workflows and dynamic form systems; achieved **85%+ adoption** within 90 days and improved application completion rates.
- Reduced short term loan application **turnaround time by 80%** (10 mins → 2 mins) by integrating third-party APIs and optimizing user journeys, driving higher daily application volume and conversions.
- Automated key operational workflows (e-sign integrations, payment scheduling, exception handling), significantly reducing manual effort and operational dependency.
- Owned the end-to-end product lifecycle, including problem identification, requirement definition, prioritization, sprint execution, and release delivery.
- Leveraged AI tools (Cursor, Claude, Replit, Lovable) to prototype product flows, generate PRDs, and accelerate iteration cycles.
- Improved post-launch adoption by leading partner and ops training, achieving **90%+** positive feedback and reducing support queries.

Care.fi

Nov 2024- Jan 2025

Product Management Intern

- Mapped and documented end-to-end healthcare claims and financial workflows, translating complex processes into clear execution specs for engineering teams.
- Identified operational bottlenecks in claims processing pipelines and proposed automation solutions to reduce manual intervention and improve processing efficiency.
- Wrote and refined user stories in Jira for claims and financing features, improving sprint alignment and delivery predictability across cross-functional teams.
- Designed real-time, multi-channel notification features to keep patients and providers informed at key touchpoints in the claims journey.

MAI Labs (Zee Media)

Jan 2024- Nov 2024

Product Management Intern

- Created PRDs and wireframes for a rewards system and AI-driven moderation flow for the Pinewz app.
- Conducted user interviews, surveys, usability tests, and competitive analysis to guide product decisions.
- Implemented a data-driven content placement strategy at Wion, significantly improving customer growth, retention, and ad revenue. It improved the bounce rate by 15%.

Mindlance

Jul 2022 – Dec 2023

Business Analyst- (Vendor Management System)

- Created Business Requirement Documents (BRDs), Functional Requirement Documents (FRDs), user stories, use cases, process flows, and acceptance criteria to support development and delivery teams.
- Conducted stakeholder workshops and requirement-gathering sessions with recruiters, delivery managers, operations teams, and client stakeholders to align system enhancements with business needs.
- Utilized SQL to analyze recruitment and operational data, identify process bottlenecks, validate business requirements, and support data-driven decision-making.

Pride Global, Noida

May 2021- July 2022

Business Analyst-Launch ATS

- Collaborated with recruiters, account managers, product managers, designers, and engineering teams to define and deliver ATS features aligned with business objectives.
- Gathered, documented, and managed detailed business requirements, functional specifications, and process flows for ATS enhancements.
- Developed user stories, acceptance criteria, use cases, and wireframes to facilitate clear communication between business and technical teams.
- Created candidate journey maps and user personas to improve recruiter and candidate experience across the hiring lifecycle.

IT Staffing and Client Management

Dec 2018- Feb 2021

- Managed end-to-end recruitment pipelines and stakeholder coordination for clients including Meta, Airbnb, and Bank of America, improving turnaround time and fulfilment efficiency.
- Built strong foundations in stakeholder management, requirement gathering, and structured problem-solving across high-volume hiring cycles.

EDUCATION

Govind Ballabh Pant Institute of Engineering and Technology, Pauri Garhwal (2014-2018)

B.Tech (Electronics and Communication Engineering)

CERTIFICATIONS [Portfolio](#)

NextLeap – Product Management Fellowship (2022)

Comprehensive PM program covering user research, PRD writing, product analytics, feature prioritization, stakeholder communication, and mock product interviews.

Internshala Trainings – Product Management (2023)

Learned fundamentals of product lifecycle, market/user research, requirement gathering, wireframing basics, and analytical decision-making using Excel & SQL.