PRANSHU RANA

Product Management | Growth & GTM | UX Strategy | Founder's Office

Dharamshala, Himachal Pradesh, India (IST) · +91 86279 55537 · pranshuranaarmy@gmail.com

linkedin.com/in/pranshu-rana-795a961b2 · Portfolio (case studies): pranshu-rana-portfolio.vercel.app

SUMMARY

Startup operator doing product-management work without the title, turning founder bottlenecks into systems across Product Growth, Product Strategy, GTM, UX Strategy, and Founder's Office work in early-stage Web3 startups. Consistent pattern: spot the bottleneck, build a scalable fix, and ship it from idea to launch.

KEY ACHIEVEMENTS

- **Audited 15+ Web3 products and user journeys**; fixed flow and onboarding friction, cutting time-to-primary-action by up to 40%.
- **Built internal tools (DraftBird, DeFi Lead Scanner, KPI Tracker)** that cut founder review and manual prospect research by up to 80%.
- **Closed 20+ strategic partnerships and generated $30K+ in closed partnership revenue** across co-marketing, ecosystem, and revenue-sharing deals.

EXPERIENCE

Refine Studio, Growth Operator — *Feb 2026 - Present · Remote*

Web3 product & growth studio · rehired into an expanded role after Yap Market

- **Built DraftBird**, a multi-brand content-approval dashboard that replaced daily doc-based reviews, cutting founder review from daily to weekly.
- **Built DeFi Lead Scanner**, an AI lead-qualifier (hot/warm/cold) that cut manual prospect research up to 80% and sharpened ICP discovery.
- **Designed KPI Tracker and the sales funnel end-to-end**; works directly with founders and owns the pipeline from first touch through expansion.

Yap Market, Business Development & GTM — *Oct 2025 - Feb 2026 · Remote*

Early-stage Web3 attention marketplace

- **Closed 20+ partnerships** (co-marketing, ecosystem, revenue-sharing), generating $30K+ in closed revenue.
- **Led GTM and token launches (TGEs)** for Doma, Polynomial, Predict, AixBet, and Hype Partners.
- **Recommended onboarding and engagement improvements** (leaderboards, participation mechanics) that lifted user activation.
- **Organized Network School Dubai**, an invite-only event for 150+ high-caliber founders and senior operators.

Refine Studio, UX Strategist & Product Marketing — *Mar 2025 - Oct 2025 · Remote*

Same company, initial tenure

- **Ran UX audits and user-journey analysis**, surfacing onboarding friction, activation bottlenecks, and trust gaps across client products.
- **Recommended product fixes for Curvance, Haiku, Symphony, and GM Trade**; later drove Product Marketing across positioning, messaging, and GTM.

SKILLS

Product Product Management · Product Growth · UX Strategy · User Journey Mapping · Product Audits · Feature Prioritization · Customer Discovery · Competitive Analysis

Growth & Ops Go-to-Market (GTM) · Funnel Design · Conversion Optimization · User Acquisition · Strategic Partnerships · Founder Collaboration · Workflow Design · Process Optimization · CRM & Pipeline Management · Community Building

Technical & Tools SQL · AI Automation · Internal Tooling · Vibe Coding · Product Discovery · Notion · Linear · Figma · Slack · Discord · Telegram · Cursor · Claude · ChatGPT

EDUCATION

B.Tech in Civil Engineering, Guru Nanak Dev University, Amritsar — *2025*

Languages English (Fluent) · Hindi (Native)