CHANDRANATH PATRA

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To drive product innovation by building scalable consumer platforms, AI-assisted experiences and intuitive digital ecosystems, delivering exceptional user engagement, platform modernization, operational excellence, and sustainable business growth through strategic execution.

Core Competencies

- Product Strategy & Vision
- Consumer Platform Leadership
- Digital Experience Transformation
- Product Portfolio Management
- Platform Ecosystem Development
- Customer Experience Optimization
- Business Growth & Monetization
- Product Innovation & Value Creation

Technical Skills

Product & Experience: Product Strategy, UX Systems, Interaction Design, Consumer Platform Workflows, Engagement Systems, Conversational UX, Monetization Flows, Workflow Automation

Platforms & Technologies: PWA Architecture, Responsive Web Systems, CRM Integration, API-driven Workflows, Mobile-first Platforms, CMS Systems, Platform Modernization

Frontend & Engineering: HTML5, CSS3, JavaScript, React.js, Bootstrap, jQuery, REST APIs, Responsive UI Development

AI & Workflow Tools: AI-assisted Product Workflows, Rapid Prototyping, Conversational Experience Design, Workflow Automation, AI-supported Research & Ideation

Tools & Platforms: Claude AI, ChatGPT, Gemini, Cursor AI, Perplexity, DeepSeek, Fireflies, Vapi, Writesonic, ElevenLabs/Voice AI Tools, Leonardo AI

Education

2007: BCA, Swaran Mukth Shiksha Peeth, Punjab

Profile Summary

- **Architected and scaled enterprise-grade consumer product ecosystems with 17+ years of experience** in driving product strategy, experience transformation, and platform modernization across high-volume web, PWA, and mobile environments serving millions of users.
- **Currently working as Product Experience & Systems Consultant,** partnering with startups and growth-stage enterprises to conceptualize next-generation digital products, establish scalable product operating frameworks, and accelerate AI-led business innovation.
- **Spearheaded AI-enabled product innovation by integrating Agentic AI capabilities**, conversational interfaces, intelligent workflow automation and engagement-centric digital experiences to accelerate product evolution.
- **Championed end-to-end product experience strategy, orchestrating seamless user journeys**, UX architecture, multilingual engagement frameworks and monetization ecosystems that maximize adoption, retention, and customer lifetime value.
- **Engineered scalable product operating models** by designing modular platform architectures, CRM-integrated workflows & automation-first publishing ecosystems that enhanced operational agility, governance, and business scalability.

Certifications

- **AI for Designers** – IxDF (Interaction Design Foundation)
- **Introduction to User Experience (UX) Design** – Georgia Institute of Technology
- **Foundations of User Experience (UX) Design** – Google
- **Information Visualization: Designing Effective Dashboards** – IxDF (Interaction Design Foundation)
- **Design Thinking: The Beginner's Guide** – IxDF (Interaction Design Foundation)
- **Interaction Design for Usability** – IxDF (Interaction Design Foundation)
- **Harnessing Creativity for Better Product Design** – IxDF (Interaction Design Foundation)
- **Mobile User Experience (UX) Design** – IxDF (Interaction Design Foundation)

Consulting Experience

Product Experience & Systems Consultant | Since Oct 2025

Gameshaala (Gaming & Entertainment Platform):

- **Booking Platform & Commerce Experience:** Designed and optimized a CRM-integrated gaming booking & commerce PWA, enhancing mobile-first experiences, scalable booking workflows & operational efficiency.
- **Workflow Automation & Lifecycle Excellence:** Led booking lifecycle management through workflow automation, operational orchestration, and seamless end-to-end booking experiences.
- **Monetization & AI-Enabled Product Innovation:** Advanced monetization and AI-assisted product workflows by optimizing user journeys, commerce interactions, and scalable revenue growth.

Bright Path Scholars (Education Platform):

- **Digital Experience Transformation:** Driving digital experience optimization initiatives by enhancing user-centric interfaces, improving usability, and delivering seamless engagement across education-focused digital platforms.
- **Workflow & Platform Excellence:** Strengthening platform workflows through process optimization, scalable experience design, and streamlined communication systems to improve operational efficiency.
- **Engagement & UX Strategy:** Advancing engagement-focused UX initiatives by designing intuitive user journeys, increasing user interaction, and elevating the overall effectiveness of education-oriented digital ecosystems.

Reevoly | Product Experience & AI Engagement Initiative

- **AI-Driven Conversational Experience & Engagement:** Driving AI-assisted conversational experience strategies, multilingual engagement ecosystems, and emotionally intelligent UX journeys to elevate next-generation consumer interactions.
- **Behavioral UX & Consumer Journey Optimization:** Advancing onboarding psychology, engagement loops, and conversational interaction frameworks to maximize user adoption, retention, and long-term platform engagement.
- **Monetization & Intelligent Experience Innovation:** Strengthening monetization-oriented user experience systems by integrating AI-assisted interaction models, scalable consumer engagement strategies, and experience-led digital ecosystem innovation.

Work Experience

Verse Innovation (Dailyhunt) | Senior Manager - Product, UX & Engineering | Jul 2015 – May 2025

- **Platform Modernization:** Directed product experience transformation and platform modernization for Dailyhunt's multilingual web, PWA, and mobile ecosystem serving **24M+** daily active users, delivering scalable UX and high-performance consumer experiences.
- **CMS & Workflow Optimization:** Spearheaded Project Pinnacle, implementing modular CMS architecture, optimizing publishing workflows & enhancing operational efficiency through cross-functional collaboration.
- **UX & Engagement Strategy:** Architected onboarding, content discovery, monetization journeys, responsive UX & web/PWA performance improvements to elevate user engagement and experience consistency.
- **AI & Product Innovation:** Enabled AI-assisted product experimentation, conversational UX initiatives and scalable platform architecture to accelerate innovation across consumer ecosystems.
- **Led Digital Platform Engineering:** Spearheaded the Project Pinnacle revamp, owning PWA, WebView, corporate & syndication platforms across India & MENA with scalable, CMS-driven, SEO-optimized frontend architecture.
- **Drove Performance & Monetization:** Improved PWA performance by **30%**, scaled to 10M+ DAUs, increased ad monetization, optimized infrastructure costs, and ensured platform stability during high-traffic events.
- **Delivered UX & Product Innovation:** Led UX/UI and Frontend initiatives, launched the Samsung Tizen WebApp, introduced HTML-to-Image automation, enabled adaptive vernacular UI, and optimized the eBooks, payment, and CMS experiences.
- **Managed Strategic Product Portfolio:** Owned enterprise and consumer digital platforms, including Verse, Eterno, iPay, Airtel Cupid, Airtel Marketplace (Kenya & Ghana), and Bharat Matrimony, delivering scalable frontend and UX solutions.

Network18 Media & Investments Limited | Lead UI Engineer | Jul 2011 - Aug 2013

- **Frontend Systems & User Experience:** Spearheaded frontend system enhancements, optimizing user experience through scalable, high-performance interfaces and improved interaction flows across consumer-facing media products.
- **Digital Platform Initiatives:** Contributed to strategic digital platform initiatives, delivering innovative enhancements that strengthened media-focused consumer product experiences.

Bellovista Technologies Pvt. Ltd. | UI Engineer | May 2011 - Jun 2011

- **Frontend Experience Engineering:** Engineered high-performance web application interfaces, delivering intuitive, responsive & scalable frontend experiences across diverse client engagements and platform-driven initiatives.
- **Platform UI Delivery:** Executed end-to-end frontend experience delivery for web applications, ensuring seamless interface implementation, consistency, and optimal user engagement across client and platform projects.

Previous Work Experience

School of Information Technology | Senior Web Designer | Jul 2010 - Apr 2011

SDCL Advisory Services (P) Ltd. | Web Designer | May 2010 - Jun 2010

KARSHAN Technologies | Graphic & Web Designer| Jan 2008 - Apr 2010

Product & Platform Initiatives

Dailyhunt | Project Pinnacle

- **Modular CMS Modernization & Scalable Publishing:** Architected modular CMS architecture and modernized the multilingual PWA ecosystem, enabling scalable publishing workflows, enhancing editorial agility, and driving enterprise-wide operational efficiency.
- **Workflow Automation & Editorial Operations Excellence:** Implemented workflow automation and modular publishing framework, strengthening editorial scalability, ensuring operational consistency, and optimizing end-to-end content publishing processes.

ReeDrama | Regional Engagement Platform

- **Engagement & Retention Optimization:** Designed onboarding psychology, multilingual user journeys, and retention-focused engagement frameworks, improving user activation and platform stickiness.
- **Monetization & Experience Innovation:** Optimized monetization systems and engagement-driven user flows, strengthening conversion opportunities and scalable platform growth.

Tiffin Tales - Subscription Ecosystem

- **Product Workflow Optimization:** Spearheaded operational product workflows by optimizing onboarding experiences, subscription journeys, delivery coordination, and engagement ecosystems to enhance lifecycle efficiency.
- **Customer Lifecycle & Engagement Excellence:** Orchestrated end-to-end customer lifecycle operations by streamlining onboarding, subscription management, delivery execution, and engagement frameworks to maximize user retention and operational effectiveness.