PRAVARSHA VILANKAR

Product Marketing · Growth · AI Products

Portfolio **pravarshavilankar.in**
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US B1/B2 visa, valid till 2033 (business travel)

PROFILE

Product and growth professional who turns customer insight into **positioning**, **go-to-market**, **launches** and **product decisions**. I spent nearly two years in **customer research** for global brands at Tata Elxsi (Apple, Samsung, Kia, Honda, Panasonic), then two years **co-founding Movil**, a B2B custom signage business where I handled **pricing**, vendor sourcing and custom orders. Today, with an AI Product Management certification from Airtribe, I focus on **AI products**: making them easy to understand and easy to buy, and building the trust that drives **adoption**. My portfolio has 5 **product case studies with go-to-market plans**, 2 of them with working AI prototypes.

CORE COMPETENCIES

PRODUCT DISCOVERY & AI

Product Discovery · Problem Framing · Prioritization (RICE) · MVPs & Fake-Door Tests · North-Star & Success Metrics · Experiments (A/B, holdout, pilots) · LLM Prototyping · AI Adoption & Trust

CONSUMER & MARKET RESEARCH

Customer Interviews · Surveys · Usability Testing · In-Home Use Trials · Research Synthesis · Requirements Briefs · Segmentation · Jobs-to-be-Done · Human Factors · Market Sizing (TAM/SAM/SOM)

POSITIONING & GO-TO-MARKET

Product Positioning · Messaging Frameworks · Value Proposition · ICP & Buyer Personas · GTM Strategy · Launch Planning · Pricing & Packaging

GROWTH & SALES ENABLEMENT

Onboarding & Activation · Adoption Funnels · Product-Led Growth · B2B & B2C Sales · Competitive Analysis · Battlecards · Objection Handling · Demo Storylines

EXPERIENCE

Independent AI Product & Growth Projects | Self-employed — May 2026 – Present

5 AI product case studies, published at pravarshavilankar.in

ResearchMind — *AI research-synthesis tool for research consultancies* — LIVE PROTOTYPE

- Mapped the **buying committee** and found that fast transcripts and data privacy were already table stakes.
- **Positioned** it as "AI synthesis you can defend in the client room"; built the **messaging framework**, **battlecards**, **three-tier launch plan**, **design-partner program** and **pricing**.

Silent Churn Layer — *AI retention product for product-led B2B SaaS* — LIVE PROTOTYPE

- Found **open ground** in churn that never becomes a support ticket, while incumbents spent ~$6.45B on AI support; sized a ~$185M **serviceable market** (modeled).
- Defined the **ICP and economic buyer**, **land-and-expand pricing** with a paid pilot, holdout-verified proof and a **sales kit**: battlecards, objection handling, discovery questions, demo storyline.

Uber Pickup Coordination — *should Uber fix pickup-point confusion?*

- Tested the brief with **10 rider interviews** and **scoring across 6 segments**; office commuters emerged as the best first segment.
- **Positioned** an AI voice pickup note with separate **rider and driver messaging**, a phased **launch plan**, a pilot city and a kill criterion.

Zepto Order Value — *why quick-commerce baskets stop growing*

- Ran a **31-response survey** and **4-segment model**: shoppers stop at the free-delivery line and avoid new items because they doubt quality.

- Recommended a tiered-reward mechanic, **prioritized with RICE** and **positioned** as "more value for what you already buy", to be **A/B tested**.

Airbnb Stay Essentials — *two-sided launch so guests arrive to a stocked stay*

- Shaped one promise, "Stock your stay": **partner delivery** in cities and a **host-run essentials menu** in small towns.
- **Positioned** it for guests, hosts and delivery partners; wrote the **host pitch**, **growth loops**, **adoption funnel** and a **fake-door MVP** with go/stop rules.

AI prototyping: specified and built both live prototypes with AI-assisted development (Claude, Cursor, Claude API).

Co-Founder · Product & Business Development | Movil

May 2024 – Jul 2026

Self-funded B2B business making custom signage and laser-cut products to order · 4-person team

- **Custom orders and pricing:** Handled custom orders from business clients and **finalized the price for each order**.
- **Sourcing and operations:** Sourced materials from different vendors and worked out the **feasibility and operations** for new products before we took them on.
- **Product ideas:** **Brainstormed new product ideas** with the team and kept track of **sales** to see what was working.
- **E-commerce:** Learned how selling on Amazon works and **listed our product on Amazon India**.

Design Researcher & Strategist | Tata Elxsi

Sep 2022 – May 2024

Global design and technology services firm · Product Design Intern, Mar – Jul 2021

- **Customer insight for clients:** Led **end-to-end customer research** for Panasonic, Honda and V-Guard, from study design and recruitment to moderation, synthesis and **presenting findings to client teams**. The Honda study covered **40 interviews across 5 Indian cities**.
- **Adoption research:** Contributed to Samsung research on **why users were not adopting Samsung Pay**, through 1:1 interviews and usability testing.
- **Global programs:** Key contributor on **3 multi-country Apple research programs** (USA, Taiwan), covering proposals, participant recruitment, fieldwork and coordination.
- **Market and competitive research:** Contributed to Kia **market research** on India's compact-car segment (30 owner interviews, 8 industry experts); ran Panasonic **competitive benchmarking** across appliance categories.
- **Trend forecasting:** Contributed **consumer and technology trend forecasts to 2030** for Kia, and trend research for Tata Elxsi's **internal trend yearbooks**.
- **Insight to product team:** Turned V-Guard **pre-launch research into a requirements brief** for the design team; ran Panasonic in-home use trials and usability testing.
- **Recognition:** Received Tata Elxsi's **Exceptional Work Award**.

EDUCATION

B.Des, Product Design, MIT-WPU School of Design, Pune · CGPA 9.2/10 — 2018 – 2022

AI Product Management, Airtribe (Cohort 40) · **Certified** — Jul 2026 – Nov 2026

ACHIEVEMENTS

Published research: Co-author, "Improving Ergonomic Safety in Agricultural Brush Cutters: Design Intervention and Evaluation," *Journal of Integrated Design and Process Science* (SAGE Publications, SCI-indexed Q2), July 2025

Ergonomics · Human factors · Product safety · Usability research

TOOLS & LANGUAGES

Tools Claude · ChatGPT · Gemini · Cursor · Lovable · Vercel · Figma · Miro · Notion · Google Workspace

Languages English · Hindi · Marathi