Deepanshu Lathar

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Summary

Founder's Office intern applying for the **AI Product Manager Intern** role: takes B2C digital products from idea to deployment. Scopes what matters from user behaviour, builds the AI workflow hands-on and measures what ships through funnels, attribution and cohort retention. Available full-time, on-site in Bengaluru for Jan–Jun 2027.

Professional Experience

Founder's Office Intern | **PicaPool** **Jul 2025 – Present**

Hyperlocal group-buying and discovery platform Delhi

- Owned product decisions end to end for **Dandiya Nights**, a consumer event partner-matching web app: onboarding, a swipe-pacing economy with referral bonuses, and a privacy-first cross-promotion into the PicaPool app; tracked the activation funnel (visitor → OTP → profile) daily while live — the Delhi edition recorded 640 signups and 174 matches over 5 days.
- Shipped 15+ production internal tools in 8 weeks — CRM with role-based access, WhatsApp Business API dashboard, campaign attribution, merchant onboarding — owning ideation through implementation, with the CTO advising on database design.
- Replaced download-count reporting with an event-fingerprinting and deduplication attribution system across on-ground and digital funnels, giving per-channel visibility for spend decisions; the tooling supported a two-month campus push reaching 3,000+ students.
- Built an AI-assisted analytics workflow so founders query business data in natural language and receive automated daily KPI digests; generated SQL is constrained by AST validation to read-only queries as a guardrail (deployed internally; further details under NDA).

Product & Growth Intern, Founder's Office | **UniLyf** **Jan 2026 – May 2026**

Pre-launch real-time campus social platform (UK) Remote

- Built a demand-validation framework on a pre-launch (0→1) product, instrumenting behavioural events from 15 deeply profiled beta users; cohort analysis isolated the specific actions correlated with Day-7 retention.
- Led a cross-functional team of 6 across growth, content and deployment — sprint planning, task allocation, release accountability.
- Converted the signal set into a phased go-to-market plan and a launch feature priority order for the first testing cohort; owned the pre-launch Instagram channel, which reached 360 followers and 100K+ monthly views during the engagement.

Event Coordinator → HR Coordinator | **Dept. of Student Organisations, LPU** **Mar 2025 – Present**

Promoted within 4 months Phagwara

- Coordinate 225+ student organisations; executed 30+ large-scale campus events end to end.

Freelance | **Web Development & Growth** **Jun 2025 – Feb 2026**

Paid client work for D2C businesses Delhi

- Launched and managed a Shopify storefront for Spraykart LLP; ran SEO and lead generation for a D2C accountancy practice; delivered storefronts and site builds for other clients.

Projects

Gapl: AI Resume Intelligence SaaS | *Next.js, TypeScript, Firebase, Razorpay* | gapl.143.lat **Jun 2026**

- Designed an LLM gateway with provider fallback and output validation, powering resume parsing, ATS scoring and a recruiter-verdict simulator for students and early-career candidates; in live beta with 10+ early testers.
- Layered attribution on Next.js Edge Middleware — shortlink redirects, click telemetry, 30-day last-touch stamping — making the full email-open to paid-conversion funnel attributable per campaign; HMAC-verified Razorpay billing, day-1/day-7 retention crons.
- Built a synthetic-fixture evaluation harness (44 documents) for resume filtering, PDF extraction and malformed-output handling; used it to find and fix a false-rejection bug affecting billing-domain resumes.

ProofMart: Document Forensics & Verification API | *Next.js, TypeScript, Supabase, OCR* | proofmart.shop **Aug 2026**

- Architected an upload → classify → extract → OCR → verify pipeline whose every finding pins to real page coordinates, so each verdict is auditable and reproducible; public API + Node CLI, Ed25519-signed dossiers, HMAC webhooks, row-level security; 15 Vitest suites, 4 Playwright E2E specs.

LPU Connect: Real-time Campus Platform | *React, Node.js, Socket.IO, WebRTC* | tv.143.lat **Mar 2026**

- Built a real-time anonymous chat and video platform with a matchmaking engine pairing users into timed sessions, mutual-unlock friend system and live presence; hardened with rate limiting, CORS lockdown and XSS sanitisation.

Skills

Product: User research & pain-point discovery, product-opportunity identification, idea-to-deployment ownership, prioritisation, GTM strategy, funnel & cohort analysis, retention, A/B testing, attribution modelling, UX copywriting

AI & LLM: LLM APIs (OpenAI, Anthropic Claude, Groq, Gemini), prompt engineering, multi-provider failover, RAG (pgvector, hybrid retrieval), agent & workflow automation (n8n), LLM-output validation, Claude Code, Cursor

Programming & Engineering: TypeScript/JavaScript, Python, SQL, Next.js, React, Node.js, FastAPI, PostgreSQL, Supabase, Firebase, Vercel, Docker, CI/CD, automated testing & reliability (Vitest, Playwright)

Education & Certificates

Lovely Professional University, Phagwara **2024 – 2028**

B.Tech, Computer Science and Engineering | CGPA 7.15

Certificates: Young Innovator Internship Challenge — Edition 2 (Scaler School of Technology, Jun 2025) · McKinsey Forward Program (Apr 2026) · Deloitte Data Analytics Job Simulation (Sep 2025) · Summer Training in Artificial Intelligence (LPU, Aug 2026)