AISHWARYA JOHN

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PROFESSIONAL SUMMARY

Product-focused technology professional with 5 years of experience in fintech and product-led environments, most recently at CRED. Experienced in customer journey analysis, product analytics, requirement definition, funnel thinking, 0-to-1 feature execution, and cross-functional shipping with Product, Engineering, Design, and Operations. Hands-on with Mixpanel, SQL fundamentals, KPI/event definition, retention and funnel analysis, experimentation fundamentals, and technical product workflows; brings a strong QA engineering foundation for validating product behaviour, edge cases, backend-driven experiences, and launch readiness.

EXPERIENCE

CRED | QA ENGINEER (Product Contributions • Product Execution • Cross-functional Collaboration) | Apr 2023 – Apr 2026

- Analysed customer journeys, feature behaviour, edge cases, and release signals across Rewards, Store, GTM websites, and campaign platforms to identify usability gaps, product risks, and opportunities for improvement.
- Helped shape and launch a daily streak and milestone-reward experience by defining progression logic, user states, edge cases, and acceptance criteria; partnered across Product, Design, Engineering, and Operations to connect customer behaviour with product changes.
- Partnered with Product, Design, Engineering, and Operations on 0-to-1 and iterative launches, translating ambiguous requirements into user journeys, acceptance criteria, end-to-end scenarios, and launch-ready changes.
- Applied impact-based prioritisation across customer-impacting defects, edge cases, and release risks using customer impact, business value, and launch readiness; supported root-cause analysis and stakeholder alignment.
- Shaped a personalised Gift Card experience across 150+ brands by helping define savings logic, user journeys, acceptance criteria, and end-to-end scenarios; proposed a Home-screen carousel to improve discoverability.
- Helped shape a reusable Nudge Configuration Platform that enabled Operations teams to configure customer-facing assets, display duration, and activation controls without repeated engineering changes.
- Supported customer-facing monetisation and engagement surfaces, including backend-driven cashback/banner experiences with contextual CTAs and social proof; validated configurations, user journeys, and release readiness.
- Automated 1,500+ regression test cases using Maestro, reducing regression cycle time by 40% and improving release velocity, execution efficiency, and confidence in frequent product releases.
- Drove functional, UAT, production, and post-release validation across critical customer journeys, backend-driven configurations, payment/rewards flows, and high-risk edge cases; led defect triage, release readiness, sign-offs, and post-launch monitoring.

Moolya Software Testing Pvt. Ltd. | Associate Exploratory Tester | Client: Juspay | Jan 2022 – Apr 2023

- Worked on fintech loan marketplaces and lender dashboards, analysing business workflows and validating requirements and customer journeys with Product, Design, and Engineering stakeholders.
- Executed exploratory testing, defect analysis, release validation, and quality reporting across product releases, translating observed risks and workflow gaps into actionable findings.

Quess Corp | Junior Analyst | Client: Razorpay | Sep 2021 – Jan 2022

- Investigated merchant risk cases and analysed transaction patterns to support fraud-prevention initiatives, using operational data and SLA-driven analysis to investigate exceptions.

SELECTED PRODUCT WORK

ProductQA Copilot — AI-Assisted Requirement Analysis | Built MVP | GitHub

- Built an AI-assisted requirement-analysis MVP using Python, Gemini API, Pydantic, and Streamlit, translating a Product-QA workflow problem into structured analysis across requirement gaps, clarifying questions, readiness, risks, and QA scenarios.
- Designed a three-state requirement-readiness framework (READY / NEEDS CLARIFICATION / NOT READY) with blocking-vs-non-blocking logic to make AI outputs more actionable for Product and QA review.
- Evaluated the MVP on synthetic requirements, identified over-conservative classifications and LLM/keyword-check limitations, and refined the prompt and readiness logic based on observed failure patterns.

StreamSphere — Product Strategy & Analytics

- 0-to-1 product concept covering problem framing, MVP prioritisation, user journeys, KPI definition, event taxonomy, Mixpanel analytics, funnel analysis, cohort/retention measurement, and product iteration.

Bugasura Version History — Product Discovery & UX

- Designed a version-history MVP through problem discovery, persona definition, user flows, prioritisation, wireframing, version comparison/restoration, and success measurement.

CRED Selected Work: View Features

Product Portfolio: View Projects

CORE SKILLS

Product: Product Discovery • Problem Framing • User Journey Mapping • PRDs & Product Specifications • User Stories • Acceptance Criteria • Feature Prioritisation • MVP Definition • 0-to-1 Feature Execution • Growth Product Thinking • Stakeholder Management

Product Analytics: SQL (Working Knowledge) • Mixpanel • Funnel Analysis • Cohort & Retention Analysis • KPI Definition • Event Tracking • Conversion Metrics • Dashboard Creation • Experimentation Fundamentals • A/B Testing Fundamentals • Excel

Execution & Technical: Agile • Scrum • Cross-functional Collaboration • Backlog Refinement • Release Management • Requirement Analysis • UAT • API/Backend Validation • Root Cause Analysis • Quality Engineering • SDLC

AI Product: LLM Product Development • Prompt Design • Structured Outputs • AI Evaluation • Human-in-the-Loop Design • Gemini API

Tools: Jira • Confluence • Mixpanel • Lovable • Figma (Working Knowledge) • Firebase • Charles Proxy • Postman • Maestro • Selenium

EDUCATION

Bachelor of Technology — CMR University School of Engineering and Technology | 2017–2021 | CGPA: 8.34

CERTIFICATIONS

- Product Management: An Introduction — IBM (Coursera)
- Building a Product Strategy — Project Management Institute (LinkedIn Learning)
- Manual & Automation Testing Training Completion — Moolya Software Testing Pvt. Ltd.