ARASTU KUMAR
PRODUCT MANAGER

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PROFILE

Product Manager with ~7 years of experience launching and scaling digital products in the Gaming and AI sectors. Proven track record in leading end-to-end product lifecycles while driving rapid user growth and engagement through data-driven feature development and building with community.

EDUCATION

B.Sc. Computer Science
Technological University Dublin
Sep 2014 – Oct 2018

Certificate in Game Design and Integration
MAAC Institute
Sep 2012 – Oct 2013

SKILLS & TOOLS

PRODUCT MANAGEMENT
- Data Analysis *(SQL, BigQuery, Mixpanel, GA, LookerStudio)*
- A/B Testing
- User Research
- User Behaviour Analytics *(Clarity, Hotjar)*
- SEO Analytics *(Google Search Console, SEMRush, SimilarWeb)*
- Wireframing & Prototyping *(Figma, Google AI Studio)*
- Roadmapping *(Jira, Notion)*
- Community & Support *(Discord, Reddit, Zendesk)*
- Competitor Analysis

AI SKILLS
- Context Engineering
- LLM Evaluation (Evals)
- Content Moderation & Safety Frameworks
- Token Economics & Credit System Design *(token pricing, margin modeling, IAP)*
- A/B Testing on LLM-powered Experiences
- Tools: Claude Code, Cursor, Antigravity, v0; MCP: BigQuery, GSC, Discord, Zendesk, Figma

WORK EXPERIENCE

wsup.ai
Oct 2024 - Present
Product Manager (AI Chat Platform)
- Scaled an AI character chat platform from 0 to 50K DAU and 350K+ MAU as one of two founding PMs at a 10-person startup, owning product strategy across UX, engagement, creator tools, and growth
- Launched AI Character Creation and Persona systems driving 500+ UGC characters daily; character creators achieved D1 retention of 30% vs. 15% baseline
- Designed and shipped the Credits system powering all platform monetization, including earning mechanics, spending sinks, streak rewards, and IAP packs, with 16K+ daily transacting users
- Ran a 90K+ user A/B test on the core chat experience, shipping a redesign that drove 62% higher premium model discovery, 47% lift in premium model spend, and 12% more virtual gifting
- Implemented compliance and safety frameworks enforcing content guardrails and moderation policies via LLM evaluation, AI pattern matching, and human review
- Built and moderated a 1,500-member Discord community, translating user feedback directly into sprint priorities
- Identified organic search opportunities via GSC and launched targeted landing pages to drive top-of-funnel acquisition

now.gg
Aug 2021 - Sep 2024
Product Manager (Cloud Gaming Platform)
- Owned the B2C consumer site product for a cloud gaming platform that peaked at 256K DAU and 30M+ annual US sessions, generating $1M+ monthly revenue at its height
- Built the HTML5 games vertical from scratch by sourcing and onboarding developers directly, driving custom in-game integrations to make the now.gg experience best in class — growing it to 60K DAU and 2.5M daily playtime minutes
- Defined and ran the full game publishing pipeline from developer outreach and evaluation through QA and launch, coordinating across 5+ teams to scale the catalog to 600+ titles across cloud and HTML5 formats
- Wrote 20+ PRDs across the product surface including homepage redesign, game controls, recommendation engine, game recording, user profiles, HTML5 leaderboards, and a Robux rewards program that drove playtime retention
- Ran 30+ in-product surveys collecting 40K+ responses that directly shaped product direction, from content strategy and new game formats to a platform-wide virtual currency system
- A/B tested ad placements and loading flows to reduce pre-game drop-offs while balancing UX with revenue across display, video, and rewarded ad formats

BlueStacks
Mar 2019 - Aug 2021
Senior Product Consultant (Android Emulator)
- Drove product specs for the proprietary keymapping tool enabling seamless mobile-to-PC gameplay
- Conducted user interviews and competitor analyses to maintain BlueStacks' position as the premier Android emulator
- Created PRDs for key gameplay optimization features, including virtual key combinations and macro recording, streamlining gaming experience on BlueStacks
- Developed (and maintained) contextual keymapping controls using image detection, elevating user experience in games like Free Fire and Brawl Stars