

Contact

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Top Skills

Sprint Planning
AI Prototyping
Swagger API

Certifications

Professional Communication &
Public Speaking | Dale Carnegie
Scout and Guide Certificate
Certificate Program of Executive
Excellence - Capsule 3
Certificate Program of Executive
Excellence - Capsule 2

Anuj Kantharia

Associate Product Manager | Product Management | 0→1 Products
| B2B SaaS | InsurTech | FinTech | APIs | Product Discovery |
Roadmaps | AI Product Management | Agile | CI/CD | 45K+ Users
Vasai Virar, Maharashtra, India

Summary

I'm a Product Manager with a foundation in product design, combining user-centered thinking with business strategy to build products that solve real customer problems. At gili.one, I lead product initiatives across gili.co (general insurance), gili.pro (employee benefits), and Letsurety (surety bond lifecycle management), serving 55+ enterprise clients and 45,000+ users. I own products throughout the entire product lifecycle—from product discovery, market and user research, roadmap planning, PRD creation, API integrations, stakeholder alignment, sprint execution, release management, and post-launch optimization. To date, I've authored 20+ Product Requirement Documents (PRDs) and delivered features that improved operational efficiency, simplified complex insurance workflows, and accelerated business growth. Some of my key contributions include: Led the end-to-end integration of HDFC Motor Insurance, defining rollover, break-in, and used-car policy journeys. Delivered a semi-automated endorsement workflow that reduced manual HR effort across 55+ corporate clients. Redesigned the Letsurety application journey to reduce cognitive load, enabling customers to receive up to five insurance quotes from a single application. Launched the Group Voluntary Life (GVL) product in one week and iterated it to production maturity within five weeks, generating #40 lakh in insurance premium during its first quarter. My background in design helps me bridge the gap between users, business stakeholders, and engineering teams. I enjoy translating ambiguous business problems into clear product strategies, prioritizing opportunities using data and customer insights, and delivering solutions with measurable impact. I'm also actively exploring AI-powered product development, using tools like Claude Code to build functional prototypes, validate ideas, and shorten product discovery cycles before engineering investment. Core Expertise • Product Management • Product Strategy • Product Discovery • Roadmap Planning • PRD Writing • Feature Prioritization

• API Products • Agile & Scrum • Stakeholder Management • User Research • Product Analytics • Mixpanel • Google Analytics • Jira • Figma • AI Prototyping • Cross-functional Leadership I'm open to Associate Product Manager, Product Manager, Platform Product Manager, and AI Product Manager opportunities in InsurTech, FinTech, SaaS, and AI, with a preference for remote or hybrid roles.

Experience

gili.One

2 years 6 months

Associate Product Manager

June 2025 - Present (1 year 2 months)

Mumbai

Launched GVL (Group Voluntary Life) on gili.pro in 1 week, iterating to production maturity within 5 weeks using Agile delivery; generated \$40L in insurance premium within the first quarter.

Authored 20+ Product Requirement Documents (PRDs) across gili.pro, gili.co, and Letsurety, defining user journeys, edge cases, business rules, APIs, and acceptance criteria for seamless engineering execution.

Delivered semi-automated policy endorsement workflows on gili.pro, reducing HR operations from manual processing to supervisory oversight across 55+ corporates and 45,000+ enrolled users.

Led end-to-end delivery of the HDFC Motor Insurance integration on gili.co, defining rollover, break-in, and used-car policy workflows from business discovery through production launch.

Built and launched Letsurety's Admin Panel, centralizing approvals, access management, user operations, and audit trails; reducing administrative effort from a 4-member team to a single administrator.

Delivered multiple platform capabilities including break-in management, centralized policy access, policy endorsements, policy rater, audit logs, and lead generation tools across gili.co.

Redesigned Letsurety's application journey to reduce cognitive load, enabling users to receive up to five insurance quotes from a single application.

Built interactive product prototypes using Claude Code, validating product hypotheses, user flows, and UX decisions before engineering implementation, accelerating product discovery.

Owned cross-product release quality across gili.pro, gili.co, and Letsurety by tracking QA health, sprint progress, bug closure rates, release timelines, and delivery metrics.

Partnered with Marketing to optimize landing page performance, define analytics KPIs, and track user behavior through Google Analytics; acquired 300+ users in the first week, achieved 90% progression beyond the initial drop-off stage, and monitored DAU, MAU, conversion, and churn.

Product Designer

February 2024 - Present (2 years 6 months)

Mumbai

Defined information architecture and end-to-end user flows across gili.pro, gili.co, and Letsurety, shaping early-stage product strategy, PRDs, and feature prioritization.

Conducted UX audits and usability reviews, identifying friction points and optimization opportunities that reduced rework and streamlined design iterations.

Partnered with engineering and business stakeholders to validate product and design decisions against technical feasibility, ensuring smooth development handoffs and faster delivery.

Leveraged AI-powered design tools to accelerate product discovery, generate design alternatives, validate UX decisions, and improve iteration speed.

Maintained and evolved a scalable design system across gili.one's product ecosystem, ensuring design consistency, reusable components, and alignment between design and engineering teams.

Kapture Headwear

Graphic Designer

October 2021 - July 2023 (1 year 10 months)

Vasai Virar

Led end-to-end delivery of custom headwear products, translating client requirements into detailed technical specifications (Tech Packs), validating manufacturing feasibility, and coordinating cross-functionally with production, accounts, vendors, and clients to ensure on-time delivery.

Owned the end-to-end client engagement lifecycle, managing requirement gathering, production tracking, quality assurance against approved specifications, stakeholder communication, and final order delivery while ensuring high customer satisfaction.

Nutcase India

Graphic Designer

July 2020 - October 2021 (1 year 4 months)

Vasai Virar

Led go-to-market execution for seasonal product launches, planning photoshoots, creating SKU-level mockups, preparing product catalogs, and independently managing Shopify listings to ensure accurate merchandising and faster time-to-market.

Managed end-to-end product operations across design, production, and e-commerce, coordinating with manufacturing teams to maintain quality standards, SKU consistency, and seamless product launches from concept through online listing.

Hospitality Minds Mumbai

Graphic Designer

May 2019 - July 2020 (1 year 3 months)

Mumbai

Partnered with marketing and business teams to translate business objectives into high-impact visual solutions, delivering social media campaigns, OTA assets, branding, and go-to-market collateral that supported customer acquisition and brand growth for hospitality clients.

Led and scaled the design function, mentoring new designers, conducting design reviews, establishing quality standards, and coordinating with external vendors to ensure consistent brand execution and on-time delivery across multiple client projects.

Education

Indian Institute of Technology, Delhi

Design Thinking for User Experience, User Experience · (July 2023 - January 2024)

Vidyalankar School of Information Technology

Bachelor of Science - BS, Information Technology · (2014 - 2017)

Elphinstone College

HSC, Science · (2012 - 2014)

Saraswati Mandir High School, Mahim