

# Ayush Bisht

Gurugram, India

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AI-focused Product-oriented professional with a background in Computer Science and an MBA in IT, experienced in building and scaling digital products across web, automation, and business domains. Skilled in translating business problems into AI-driven product solutions, improving user experience, and driving growth through data-backed insights.

Hands-on experience in developing booking platforms, lead generation systems, and AI-powered automation workflows using n8n and OpenAI. Strong understanding of user behavior, customer journeys, and product lifecycle, with the ability to bridge business and technology to deliver scalable, user-centric solutions.

## Core Skills

- AI Product Strategy & Roadmapping
- GenAI (OpenAI, Prompt Design, Automation Workflows, LLM Basics)
- Product Lifecycle Management
- User Experience (UX) & User Journey Mapping
- Data Analysis & A/B Thinking
- Agile / Scrum (Working Knowledge)
- Stakeholder Management
- Technical Understanding: REST APIs, Web Systems, Databases
- Automation: n8n, AI Workflows, Process Automation

## Professional Experience

### Product & Technology Associate

#### Tripvedas Yatra & Holidays | Gurugram | Jun 2023 – Present

- Led development of AI-powered and web-based product solutions across travel, hospitality, and automation domains, improving operational efficiency and user engagement
- Defined product roadmap and feature prioritization for AI-driven automation systems integrating LLM-based workflows (OpenAI)
- Designed and implemented AI-powered features including automated content generation, social media automation, and lead generation systems
- Collaborated with cross-functional teams including developers and business stakeholders to deliver scalable product solutions
- Analyzed user behavior and product performance using Google Analytics (GA4) and Microsoft Clarity to optimize user journeys and conversions
- Applied A/B testing mindset and data-driven decision making to enhance product usability and performance
- Gathered user insights and translated them into actionable product features and improvements

- Managed end-to-end product lifecycle from ideation and development to deployment and iteration

## Projects

### AI-Powered Social Media Automation System (n8n + OpenAI)

- Spearheaded the development of an AI-powered automation system using n8n and OpenAI to streamline content creation and publishing for businesses.
- Integrated OpenAI APIs to generate captions, text inputs, and SEO-focused content tailored for multiple social media platforms.
- Designed automated workflows to generate images dynamically and produce platform-specific content for Instagram, Facebook, X, Google Business Profile, and Pinterest.
- Implemented an approval-based workflow through Gmail, enabling reviewed content to be published or scheduled automatically.
- Reduced manual effort by enabling one-click automation for content generation, approval, and publishing while helping brands maintain consistency and improve lead generation.

### Hills Inn Resort – Booking Platform

- Designed and developed a booking platform focusing on user journey, booking flow, and conversion optimization
- Defined product features for reservation handling, availability tracking, and customer interaction
- Integrated analytics tools to track user behavior and improve product performance and UX

## TOOLS & TECHNOLOGIES

**AI/ML:** LLMs, Prompt Engineering, NLP Basics, OpenAI APIs

**Product Tools:** Jira, Notion, Trello, Figma (Basic)

**Analytics:** Google Analytics (GA4), Microsoft Clarity, Excel, Power BI (Basic)

**Automation:** n8n, Workflow Automation

**Technical:** JavaScript, PHP, MySQL, REST APIs

## Education

- MBA, Narsee Monjee Institute of Management Studies, Mumbai (2023)
- B.Tech (CSE), Galgotias University, Greater Noida — 2019

## Certifications

- AI/ML Certification (Coursera / Google / etc.)
- Product Management Certification
- Web Development
- Analyzing and Visualizing Data with Microsoft Power BI