

# BALA VIGNESH K

0→1 Founder | Product Design | Strategic Planning | Cross-Functional Alignment

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## EXPERIENCE

### Co-founder

#### MoneyPal

07/2025 - 01/2026 Bengaluru, Karnataka, India

https://www.moneypal.club/

- Grew to 160+ users with 32% month-1 retention; strengthened repeat usage via expense tracking and feedback-based iterations
- Integrated AI into the backend to generate expense insights and recommendations; enhanced the decision engine using continuous user feedback
- Monitored post-launch KPIs and user issues; simplified decision logic to improve recommendation quality and reduce confusion
- Led discovery and workflow design (PRDs, user journeys); shipped iOS/Android frontend with rapid iteration
- Defined pricing and value proposition; aligned roadmap to retention and revenue levers
- Built unit-economics plan (CAC/LTV, payback, activation/retention); guided product and GTM priorities
- Created fundraising pitch deck and narrative; positioned problem, solution, and traction for investors
- Owned content-led growth (reels, carousels, LinkedIn); tested hooks to improve reach and conversion

### Co-founder

#### UnMay

10/2024 - 06/2025 Bengaluru, Karnataka, India

https://unmay.co.in/

- Ran discovery with 100s of providers/customers; converted insights into PRDs and directed roadmap
- Designed & managed end-to-end workflows (onboarding, request, accept, dispatch, milestones, cancellations)
- Owned UI/UX and built iOS/Android frontend; executed core booking flows and ops screens
- Defined pricing and monetization mechanics; aligned incentives to improve adoption and conversion
- Onboarded and vetted 100+ service providers; implemented verification and quality-control processes
- Coordinated 100+ bookings end-to-end; automated instant booking with provider assignment within 15 minutes
- Built pitch deck and business narrative; evaluated traction signals to guide pilot decisions

### Associate Solution Leader (Product Manager)

#### Brane Enterprises

01/2024 - 09/2024 Bengaluru, Karnataka, India

- Owned product workflows for an Exams Management app; structured end-to-end journeys for students and admins
- Shipped the app on the company's no-code/low-code platform; delivered question bank scale (100K+ questions)
- Collaborated with engineering to debug and improve platform v2.0; improved product reliability and usability

### Simulation Engineer

#### Sterlite Technologies Limited

04/2023 - 12/2023 Aurangabad, Maharashtra, India

- Utilized Python and Ansys Fluent to create a numerical simulation model for optical fiber coating application
- Co-developed an analytical model for the sintering of glass soot which reduced the gases consumed in the process by 19%
- Obtained a 40% cost reduction in the sintering process using Python in optimizing the different gases consumed

### Full Stack Developer

#### Sterlite Technologies Limited

10/2022 - 03/2023 Bengaluru, Karnataka, India

- Planned and developed dynamic and responsive websites using HTML, CSS, JavaScript and Python
- Worked with REST APIs to retrieve and display data from databases and used Postman to test the API endpoints
- Utilized Docker and Kubernetes to containerize and deploy applications using separate Jenkins pipelines

## SUMMARY

Product-focused founder; launched 2 products across fintech and marketplace (0-1). Owned user research, PRDs, user journeys, workflow design, pricing, UI/UX, and iOS/Android frontend delivery; scaled to 160+ users and 100+ bookings. Metrics-driven operator with strengths in funnels, activation/retention, experimentation, and GTM execution; strong in Problem-Solving, Decision-Making, Risk Management, Communication, Interpersonal Skills, Attention to Detail, Creativity, Critical thinking and strong Work Ethic.

## EDUCATION

### Bachelor of Technology in Chemical Engineering

#### Indian Institute of Technology Madras (IITM)

07/2018 - 07/2022 Chennai, Tamil Nadu, India

- 7.05/10 CGPA

## SKILLS

### Product

Product strategy   user research   PRDs

user journeys   roadmap prioritization

A/B testing   pricing   Agile Methodologies

### Analytics

Unit economics (CAC/LTV, payback)

funnels (activation/retention)

metrics-driven experimentation

### Technical

JavaScript/TypeScript   HTML/CSS

C/C++   Python   React/Angular

REST APIs   Git   Postman   Flutter flow

Supabase   SQL   Figma   Tableau

### AI tools

ChatGPT   Perplexity   VO   Cursor

Emergent

### Other - Developer Tools

MS Office   Spreadsheets   Google Drive

Microsoft Teams   Microsoft Excel

Google Sheets