VIJENDRA PALIWAL

PRODUCT MANAGER | FOUNDING PRODUCT BUILDER | AI & 0-to-1 PRODUCT

Product Strategy • AI • Growth • Technology • UX/UI • GTM
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LinkedIn | Portfolio | Listifyi | BioTra

PROFILE

Product Manager and founding product builder with 12+ years of experience across AI, SaaS, PropTech, EdTech, marketplaces, commerce, food, travel and lead-generation. Experienced in taking products from 0-to-1 by researching markets and competitors, defining business models and MVPs, shaping roadmaps and technology, identifying AI use cases, designing product experiences, building with AI-assisted tools, and guiding teams through implementation and launch. Strong additional experience across GTM, digital/content marketing, brand building, SEO/AEO/GEO/LLMO, CRM, CMS, analytics, partnerships and startup operations.

CORE CAPABILITIES

Product Strategy: Product discovery, user research, market research, competitive analysis, business models, MVP scoping, roadmaps, requirements, prioritization, product analytics, GTM

AI Product: AI use-case discovery, LLM applications, AI agents, agentic workflows, prompt engineering, AI automation, rapid prototyping, Claude, ChatGPT, Codex, Gemini, Replit, Google Antigravity, Bolt, Lovable

Technology: React, Next.js, TypeScript, JavaScript, Node.js, HTML/CSS/Tailwind, APIs, authentication, databases, architecture and technology-stack research, Vercel, GCP, Cloudflare

Design & Brand: UX/UI, product design, design systems, wireframing, prototyping, Figma, Adobe XD, Photoshop, Illustrator, Canva, web/mobile design, branding, creative direction

Growth & Marketing: GTM, digital marketing, social/content/video marketing, SEO, AEO, GEO, LLMO, schema/semantic discovery, brand building, creative ads, landing/lead generation, campaign and content planning, email/content workflows

Platforms & Operations: WordPress, Shopify, OpenCart, Wix, CMS/admin workflows, CRM, analytics, subscriptions, affiliate/referral concepts, ads-manager workflows, partnership/outreach coordination, pitch decks and investor outreach

EXPERIENCE

Founder & Product Lead | Listifyi Innovation Pvt. Ltd. | Bengaluru | 2024 – Present

- Founded and lead a video-first PropTech marketplace focused on verified property discovery and subscription-led monetization.
- Own product strategy, positioning, business-model and competitive research, MVP scope, roadmap, product design, AI use cases and GTM direction.
- Defined product architecture across discovery, listings, engagement, ranking, CRM and AI capabilities, giving the development team clear product and technical direction.
- Designed the complete product and brand system and guide engineering priorities through implementation, prioritization, iteration and launch.
- Defined engagement-based ranking using video-watch completion, leads, wishlists and shares with time-decay and confidence controls.
- Specified first-party engagement data, CRM and multi-agent AI direction with a swappable AI-provider layer.
- Defined verification, legal/compliance and subscription principles around verified listings rather than resold leads; also shaped content/video marketing, SEO and growth workflows around the launch.

Senior Product / UX Designer (Contract) | Remote – India, Singapore & US clients | 2017 – 2024

- Worked across AI, SaaS, commerce and consumer products, combining product research, UX/UI, branding, front-end execution and stakeholder collaboration.
- HighIQ.ai — designed UX/UI for enterprise AI workforce automation, document processing and digital-worker workflows.
- SimplyFlow.ai — designed UX/UI and wireframes and built the front-end for an AI-native B2B order-to-cash platform.
- Nagadpe — led UI/UX and complete brand identity across logo, visual system, web and app interfaces.
- Built and collaborated on additional products including BioTra, Mindmaster, Sell n Chill, Divine App, EarlySight.ai, MangoDoc, Skillom, ShareAPlace, Kargha and Any Happy Hours.

Web & Mobile App Designer | iTech Coders Pvt. Ltd. / Smart Info Wiz Pvt. Ltd. | Udaipur | 2012 – 2015

- Designed mobile applications and responsive websites for Indian and international clients using Photoshop, HTML/CSS and jQuery.

SELECTED PRODUCT & BUSINESS WORK

Listifyi — Video-first PropTech marketplace — 0-to-1 product strategy, business model, GTM, UX/UI, AI and technology direction; launch, content and growth planning.

BioTra — Creator/business platform built end-to-end with a team — product direction, UX/UI, technology, digital storefront, QR, social automation and analytics.

SELECTED PRODUCT & BUSINESS WORK (CONTINUED)

HighIQ.ai — Enterprise AI workforce automation — document AI, intelligent workflows and digital-worker experiences.
SimplyFlow.ai — B2B SaaS — AI-native order-to-cash workflows, UX/UI, wireframes and React/Tailwind front-end.
Baybridge Solutions — Enterprise AI hospitality product involving hotel PMS and restaurant POS workflows.
Compliance Globally — LegalTech/FinTech product workflows involving entity registration, GST and tax.
EarlySight.ai — Predictive AI/product experience involving computer vision, diagnostics and telemetry.
Nishify.ai — Generative AI and creative-technology workflows.

GROWTH, MARKETING & OPERATIONS

- Digital growth and brand building across websites, social/content, video, creative campaigns, SEO and AI-search visibility (AEO/GEO/LLMO).
- Content and marketing workflows including blog/content planning, social/video content, campaign concepts, landing/lead-generation experiences, analytics and email-trigger concepts.
- Startup GTM and partnership work including agent/channel-partner onboarding, affiliate/referral concepts, outreach, pitch decks, investor materials and cross-functional coordination.
- Platform experience across WordPress, Shopify, OpenCart, Wix, CMS/admin, CRM, analytics, subscription flows and marketing/ads-manager concepts.
- Comfortable operating across multiple workstreams in early-stage environments where product, design, growth, technology and business execution overlap.

PRODUCT BUILDING STRENGTHS

- Business problem -> market/competitor research -> positioning -> business model -> MVP -> roadmap -> UX/UI -> technology direction -> AI use cases -> prototype/build -> team execution -> launch.
- Translate business requirements into practical product, design and engineering direction and collaborate closely with developers, designers, sales, marketing and founders.
- Use AI-assisted and vibe-coding tools to research, prototype, test ideas and accelerate product development while understanding frontend, backend, APIs, databases, servers and deployment.
- Comfortable with ambiguity, ownership and cross-functional execution in startup environments.

EDUCATION & LANGUAGES

- Master of Computer Applications (MCA) — Rajasthan Vidyapeeth University, Udaipur | 2013
- Bachelor of Computer Applications (BCA) — Rajasthan Vidyapeeth University, Udaipur | 2010
- English | Hindi