

Natesh Aravind S

Full-Stack AI Product Manager · Product, Systems and Service Design

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SUMMARY

Founding product hire at Pranik.ai, took two **agentic AI-powered healthcare marketplace apps**, for doctors and patients, from **0 to 1** (now in UAT). **Owned the full cycle**: discovery, definition, roadmap, conversational UX, agentic workflows, evals and **model trade-offs on quality, latency and cost**. Built for **7 Indian languages**, the product has crossed **20,000+ consultations** with 100+ doctors and cut **documentation time by ~80%** and **drug-name errors by ~70%**. Overall 3+ years of experience across AI products, engineering R&D (Tata Elxsi & IIT Tirupati), and applied design strategy (NID Ahmedabad, AIR 1).

WORK EXPERIENCE

Pranik.ai (Mondee's AI health-tech venture)

Sep 2025 - Present

Founding Product Manager (Business Analyst)

PRODUCT LEADERSHIP

- Set up the product function and led **two cross-functional squads** (~12 people across data science, AI, engineering, design and research); **hired the designer**, mentored the BAs and wrote the **product team's SOPs**.
- Built the **Agent Flow Blueprint and Tracking System** in **Claude Code**, the team's single source of truth: a **living PRD for 30+ agent workflows** with step-level flags, performance and bugs, also used by leadership to track work.
- Pranik for People: **product owner** for a **24/7 agentic** patient assistant app (symptom intake, appointment booking, post-visit care) in UAT with 50+ patients: set the live avatar's **non-functional requirements**, prioritized the **backlog**, made trade-off calls, and turned user and business needs into **PRDs, user stories and specs**.
- Pranik for Doctors**: built an **AI clinical assistant** past 20,000+ consultations, cutting **documentation time from 10+ min to under 2**; ~90% of active pilot doctors stayed for phase two and referrals doubled registrations.
- Took the **AI-powered virtual clinic**, with **AI workforce agents** for all clinic functions led by a **chief-of-staff agent**, from a tech POC to UAT with 25 doctors and 4 to 5 trusted patients each, rebuilding its full UX in **Claude Code**.
- Held SME sessions with 25+ doctors that feed **expert knowledge distillation** into their **digital twins**; testing four gamified in-app methods for **interactive alignment** so any doctor can train a twin without us in the room.

AI EVALS, MODELS AND CLINICAL SAFETY

- Ran the **roadmap set by Director of AI** Prof. Gaurav Raina (IIT Madras) with the data science team and IITM and IITH interns mentored by Prof. Praveen Tammanna; set up **data operations** (SOPs, team structure, portal design): 4 doctors and 2 annotators are turning 6,000+ consultations into a **gold-standard Telugu medical dataset**.
- Led the clinical AI **evals loop**: built an **error-classification rubric** (edit-diff rules, **10-category root-cause matrix**) that takes each doctor correction from diff to root cause, and triaged each fix by **clinical risk** and UX impact to the right team and layer (prompt, context, memory, validation, RAG, model, product or UX).
- Cut **drug-name errors ~70%** (to ~10% of mentions); for **prescription latency**, set the end-to-end target, **benchmarked pipeline variants** (prompting, chunking, structure) with engineering for downstream quality, and chose the pipeline now in use: **2+ minutes to ~35 seconds**, both verified in **blind doctor tests**.
- Created the **model evaluation framework** behind leadership's AI decisions: tiered quality, latency and cost tests (automated, then scripted human) for every **LLM, ASR and RAG** pipeline; new models get a **same-day go or no-go**, and it kept the stronger model live through a provider deprecation.
- Oversaw the audit, clinical validation and ~180-page dossier behind a **CDSCO Class A test license**, including a **2,500-consultation clinical trial** with **25 specialists who signed off on its clinical workflow fit**, error rates and time saved; worked on ABDM Milestone 1.

DESIGN AND UX RESEARCH

- Mapped **OPD workflows** and **staff behavior** across on-site rollouts at **20+ hospitals**, clinics and health camps (Bhaktivedanta, BMC, Mumbai Police, etc.), then **planned digitization**, customized templates and trained the sales and support team that scaled deployments.
- Designed Pranik for People from PRD to **dev-ready UI/UX**, an **interactive prototype** that fast-tracked leadership feedback and approval, and a **complete design system** within 2 weeks using **Claude Design**.
- Conducted **field research** with **400+ patients** in Hyderabad's camps, clinics and low-income settlements, where trust and non-verbal cues changed how the AI probes; introduced **service blueprinting**, now a living map of both apps' touchpoints and how health camps run.
- Turned a field finding (patients on audio calls point to where it hurts) into **conversation design**: the AI says it can't see, probes for the side, else flags **"side unclear"** to the doctor; **wrong-side errors under 10%** in camp testing.

- Automated suspension redesign with a **MATLAB and GeoGebra** visualizer, cutting **redesign time by 70%**.
- On the onsite team that pitched EV R&D work to **Tata Motors** and won a **major engineering project**.
- Delivered a battery-testing lab **policy study** for a **Fortune 10 client**, plus EV market research.

EDUCATION

National Institute of Design (NID) Ahmedabad · M.Des, Strategic Design Management 2023 – 2026

AIR 1, NID DAT · CGPA 7.57 (top 25%) · behavioral science, organization strategy, leadership, systems thinking

- Graduation project sponsored by Pranik.ai and completed alongside the full-time role (submitted Sep 2026).
- Published at **ICoRD 2025 (Springer)**: “[Beyond the Clock: Understanding Overtime in India's IT Industry](#)”.
- Water policy study: non-perennial river sources and how communities relate to water, with Prof. Hirter (HSLU).

Indian Institute of Technology (IIT) Tirupati · B.Tech, Mechanical Engineering 2018 – 2022

CGPA 8.23 (top 20%)

- ISRO-funded thesis** on digital modeling of twin-wire arc additive manufacturing (TWAAM).
- Bronze medal, 8th Inter IIT Tech Meet** (IIT Roorkee, 2019): autonomous farming robot, DIC Robotics Challenge.

SKILLS

Product: 0-to-1 products, PRDs, roadmapping, prioritization, product experiments, retention metrics, GTM

AI: generative AI, LLM evals, prompt and context engineering, RAG, ASR, voice AI, guardrails, fine-tuning, SLMs

Research and design: user research, behavioral research, service and information design, prototyping

Domain: healthcare AI, clinical workflows, clinical safety, EMR/EHR, ABDM, CDSCO licensing, DPDP compliance

Tools: Claude Code, Claude Design, SQL, Google Analytics, PostHog, Figma, Jira, Notion

VENTURES AND PROJECTS

Xcentro · B2B payments fintech · Founding team, brand and product May 2025 – Aug 2025

- Built the **brand** after the rename from Paysphere (logo, **design system**, positioning, messaging), plus the **Framer website**, demo funnel, investor decks, video scripts and social creatives, with an intern I mentored.
- Shaped the product experience with the CTO: turned client calls into **personas and user stories**, and designed the **merchant flows** (onboarding, payments, auditing, rewards) and the v2 UI.

Oizom · IoT air-quality startup (₹25 Cr revenue, FY25) · NID project for the CEO Sep 2024 – Dec 2024

- Audited the organization via **31 interviews** (6 CXOs, 10 team leads, 15 team members), traced why client issues bounced between six teams, and designed an **issue-delegation workflow** for the support team.
- Proposed a restructure to remove single-person dependencies, drafted a **servitization blueprint**, and identified a **drone-based market expansion** the company later pursued through a partnership.

GSRTC project · Pathika Bus Depot, Gandhinagar · NID white paper (sole author) Jan 2024 – Apr 2024

- UX research** (shadowing, riding as users) and **COM-B behavioral analysis** showed anxious riders skip a 7-step boarding sequence; **information design** (boarding-pass cue, wayfinding) restored it in a campus simulation.

Sree Sai Hyderabad Biryani · Restaurant chain · NID leadership and brand study Aug 2024 – Nov 2024

- Positioned a third outlet through **consumer-psychology research** and an authentic-preparation **brand story**; in a team of three, studied leadership across owner, staff and customers and installed in-outlet interventions.

Learning by Doing V2 · Ed-tech initiative, IIT Tirupati, with Prof. T S Natarajan May 2020 – Oct 2021

- Designed the UI, features and workflows of a hands-on **robotics learning platform** and **project-managed 20+ interns**, cutting course production from a semester to a couple of months; pitched it to **IIT Madras** leadership.

POSITIONS OF RESPONSIBILITY

Secretary, Technical Affairs Council · IIT Tirupati May 2021 – Jun 2022

- Secured and managed a **₹40L budget** across a 150+ member council and **8+ tech clubs**, ran the fest's tech program (5,000+ students, 25+ institutions) and started the first intra-college tech fest.

Head and Founding Committee Member, IDEAS² Innovation Lab · IIT Tirupati Jan 2019 – Jun 2021

- Set up an **innovation lab** on the **IIT Madras CFI model**: won funding from the director and registrar, ran an alumni campaign, and wrote the policy book and procurement plan.

EXTRACURRICULARS AND INTERESTS

- Co-founded **Cosmos And I**, an astronomy magazine (4 editions, 1,000+ reads, 2019 – 2020).
- Career guidance volunteer** reaching 1,500+ government-school students (2018 – 2022).
- Interests:** astronomy and telescope stargazing, trekking, camping, cycling, Dan Brown-style thrillers.