

Atharva Makarand More

AI PRODUCT BUILDER • GENAI • PRODUCT STRATEGY • UX

Pune, Maharashtra, India | +91 9637640895 | atharvamore1905@gmail.com | Portfolio: atharvamore.site

SUMMARY

Computer Science graduate and AI Product Builder combining technical AI/GenAI understanding with an analytical, product-first approach to problem solving. Strong in translating complex problems into AI system architectures, product opportunities, user experiences, and actionable solutions, with hands-on experience across AI systems, experimentation, research, and product development. Interested in AI/GenAI, AI Product Management, Product Management, and technology-focused roles, with strengths spanning AI systems, product strategy, UX, research, and structured problem-solving.

SKILLS

AI & GenAI — RAG Systems • LLM Applications • Prompt Engineering • AI Agents • Generative AI • Multi-Model AI Systems • AI Evaluation • AI Workflows • Speech AI • AI Product Design • Human-AI Interaction

Product — Product Strategy • Product Discovery • Problem Framing • User Personas • User-Centric Design • UX Design • Information Architecture • Product Documentation • Product Roadmapping • Prototyping in Figma

Technical — Python • FastAPI • React • TypeScript • LangChain • FAISS • Streamlit • Hugging Face Transformers • Sentence Transformers • LLM APIs • Git/GitHub • SQL • PostgreSQL • PostGIS • Supabase • Vercel • Render • Vector Databases

PRODUCT BUILDING EXPERIENCE

AskMyDoc — AI Document Learning Assistant STATUS: COMPLETED

- Turned static PDFs into an interactive AI learning experience by designing and deploying a RAG-based assistant with contextual Q&A, structured notes, quizzes, flowcharts, and multilingual voice interaction.
- Extended document-based learning beyond Q&A with a behavioral Session Analysis layer that evaluates in-session engagement and learner patterns to surface learning-behavior insights.
- Balanced AI capability, resource constraints, and implementation trade-offs through a multi-model architecture combining document retrieval, local and hosted LLMs, and speech pipelines.

Sankalp — AI-powered Career Intelligence Ecosystem STATUS: COMPLETED

- Unified six career-focused workflows into a connected AI career intelligence ecosystem, spanning career exploration, market intelligence, recommendations, skill-gap analysis, goal tracking, and community support.
- Shaped the end-to-end product experience across six modules by defining the product concept, UX, information architecture, and connected user journeys.
- Built the core career recommendation experience, Margdarshak, including recommendation logic, an AI chatbot, and personalized career-roadmap workflows.
- Secured 3rd Prize at the college-level Avishkar competition and advanced to the Zonal round.

VISTAR — Entrepreneurship For Everyone STATUS: ONGOING

- Building VISTAR — an AI-powered entrepreneurship platform designed to help individuals identify and pursue viable business opportunities by connecting their resources, capabilities, and local market context with actionable entrepreneurial pathways.
- Developed and deployed Anvesh and Parakh, VISTAR's near-complete opportunity-discovery and feasibility-evaluation modules, live for demonstration on a Vercel frontend and Render backend.
- Architected a modular, AI-driven platform linking opportunity discovery, evaluation, and the broader entrepreneurial workflow through a shared Venture Memory layer that carries context across interconnected modules.
- Secured 1st Prize at the college-level Avishkar competition.

PRODUCT RESEARCH & WRITING

Behavioral Product Engineering — AI Product Research Initiative STATUS: ONGOING

- Developing a behavioral product engineering framework exploring how behavioral psychology, human-AI interaction, and product design can improve AI adoption, user engagement, and learning outcomes.
- Conducted Phase One research on Human-AI Trust, synthesizing literature on algorithm aversion/appreciation, explanations, cognitive forcing, and anthropomorphism to identify behavioral principles for AI product design.

Token Optimization — RAG Pipeline Experiment STATUS: COMPLETED

- Explored ways to improve cost efficiency in AI systems by reducing unnecessary token consumption while preserving response quality and product performance.
- Ran a controlled experiment tuning Top-K retrieval, chunk size, chunk overlap, prompt length, and output budget, achieving ~30% lower token usage in standard Q&A (742 → 520) while maintaining 3/3 quality, with notes generation achieving up to ~57% reduction.

The Economics of Free — Product Strategy & Business Analysis STATUS: COMPLETED

- Analyzed how technology companies use “free” as a product strategy to accelerate adoption, build user habits, create perceived value, and ultimately drive monetization.
- Synthesized behavioral economics and product strategy research to develop a framework explaining how free products convert initial adoption into sustained usage and revenue.

EDUCATION

Master of Computer Applications (MCA) — Modern College of Arts, Science and Commerce | Jun 2026 – Present | Ongoing

Bachelor of Science, Computer Science — Savitribai Phule Pune University | Jun 2023 – Apr 2026

HSC (12th), Science — Modern College of Arts, Science and Commerce | Jun 2020 – Apr 2022

SSC (10th) — Bharatiya Vidya Bhavan's Sulochana Natu Vidya Mandir, Pune | Jun 2019 – Apr 2020

CERTIFICATIONS

IBM AI Product Manager Professional Certificate — Coursera • IBM

IBM Artificial Intelligence Fundamentals — IBM

Generative AI: Foundation Models and Platforms — IBM

IBM Project Management Fundamentals — IBM

LANGUAGES

English — First Language • Marathi — Native Language • Hindi — Native Proficiency • German — Basic Proficiency (A1)