

# Jithin Rajagopal

LEAD PRODUCT STRATEGIST • DESIGNER & SYSTEMS ARCHITECT

Hardware-to-Cloud • Zero-to-One • Enterprise SaaS

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## EXECUTIVE SUMMARY

### Systems Thinker • Commercial Architect • Founding Operator

7+ years architecting product infrastructure across restaurant OS, D2C commerce, and IoT mobility. I bridge physical constraints, commercial logic, and engineering delivery under one strategic vision — converting domain complexity into platforms that defend unit economics, scale cleanly, and ship on spec.

## KEY ACHIEVEMENTS

- **Co-Inventor:** Indian Utility Patent Application No. 201941000584 • Greendzine / SNAIL
- **38% picking efficiency increase** during live Amazon pilot with algorithmic route optimisation • Greendzine / SNAIL
- **35% merchant revenue growth** via AOV-based tiered pricing and discounting engine • Explorex / Digital Dine-in (Web + APP)
- **44K+ B2C app downloads at 4★ Android rating**, scaled from zero • Explorex / Elite B2C App
- **90% reduction in manual EOD stock reconciliation** through ops digitisation • Explorex / Partners OS
- **Reduced support tickets by 40%** and **cut partner onboarding time by 50%** through intuitive UX • Explorex OS

## EDUCATION

- **Indian Institute of Science (IISc):** M.Des • Product Design & Engineering • 2017 • Bangalore
- **National Institute of Technology (NIT):** B.Tech • Mechanical Engineering • 2013 • Calicut
- **Interaction Design Foundation (IDF):** 12-Course UX Curriculum • 2020 • Online

## PROFESSIONAL EXPERIENCE

### Etailify Technologies

LEAD PRODUCT DESIGNER & STRATEGIST • FOUNDING TEAM

Headless commerce OS • Enterprise D2C • Bangalore • DEC 2024 — NOV 2025

- **GTM PIVOT:** Diagnosed that 80%+ GMV was concentrated in a minority of enterprise clients, reframing SMB as a margin drag. Redesigned the full product architecture around enterprise operational complexity as the primary moat, before a single line of code.
- **0→1 ORCHESTRATION:** Architected the commercial logic for the headless commerce MVP: order routing, multi-type catalogue management, partner dashboard CRUD governance, and discounting rules for enterprise scale across a 4-person pod.
- **OMS STATE MACHINE:** Defined the full order lifecycle from placement to post-delivery resolution with granular conditional branching for returns, in-transit validation, and divergent refund/replacement paths. Delivered zero-ambiguity specs enabling compliant, auditable records at enterprise scale.
- **COMMERCIAL LOGIC:** Authored PRDs covering multi-discount clubbing rules, invoice-level GST calculation flows, and upfront display logic — serving as the single source of truth for engineering, BD, and onboarding simultaneously.

### Explorex Technologies

SENIOR UX DESIGNER • 1ST DESIGNER

YC Backed B2B2C Restaurant OS • High-Volume Hospitality • Bangalore • FEB 2022 — OCT 2024

- **PLATFORM V2:** Led V2 Enterprise OS across Bridge MPOS, Partner Backend, KDS, QR Ordering, and Elite B2C — converting a founder-built POS into a structured platform deployed across major Indian metros.
- **REVENUE ENGINEERING:** Designed a dynamic AOV-based tiered pricing and discounting engine — the primary mechanism behind a 35% lift in merchant revenue across enterprise restaurant partners.
- **B2C SCALING:** Orchestrated transition from static QR menus to a fully integrated B2C application with LTV-driven loyalty systems, scaling to 44K+ downloads with a 4★ Android rating.
- **OPS DIGITISATION:** Translated physical kitchen constraints into a recipe-mapped inventory and variance reporting flow, eliminating cross-platform data silos and reducing manual EOD stock reconciliation by 90%.
- **ENTERPRISE ADOPTION:** Peak-hour field shadowing translated into streamlined digital workflows — reduced support tickets by 40% and cut partner onboarding time by 50%.

### Greendzine Technologies

PRODUCT OWNER • PRODUCT DESIGNER

Hardware-SaaS IoT Mobility • Enterprise Warehouse Logistics • Bangalore • AUG 2017 — MAY 2019

- **AMAZON PILOT:** Originated SNAIL via warehouse end-user research. Designed bi-directional chassis for 900mm aisles (derived from Amazon facility surveys). Achieved a 38% picking efficiency increase during live Amazon pilot, integrated with Algorithmic Route Optimisation and WMS connectivity. Co-inventor in the Indian utility patent application.
- **0→1 HW-SW ARCHITECTURE:** Directed full-lifecycle industrial design from concept through 1:1 mock-up, prototype, manufacturing, assembly, QC and multi-city deployment. Worked in tandem with electronics hardware, firmware, wire harness, and PCB teams throughout. Commissioned 10 units across 3 cities — fleet scaled to 100+ units by 2023, Greendzine's best-selling product.
- **LEADERSHIP:** Promoted to Product Owner — managed 9+ engineers across hardware, harness, firmware, and embedded systems and personally mentored 6 junior engineers. Held full BOM authority, design change control (CR), cost optimisation, and authored assembly SOPs. Coordinated procurement, inward QC, and inventory across concurrent manufacturing projects.
- **TELEMETRY:** Embedded telemetry achieved ~95% remote resolution, eliminating technician dispatch. Operator onboarding reduced to less than 1 hour through UX designed for zero prior experience.

## SKILLS

- **STRATEGY:** Zero-to-One • GTM Strategy • Platform Strategy • Unit Economics • P&L Orientation • Stakeholder Management
- **SYSTEMS DESIGN:** Information Architecture • Workflow Logic • State Machines • PRD Authorship • Financial Pipelines
- **HARDWARE-TO-CLOUD:** PLM / ALM • IoT & Telemetry • HW-SW Integration • Manufacturing-Aware Design • AI Product Scoping
- **METHODOLOGIES:** JTBD • RICE Prioritisation • Task Flow Analysis • Morphological Analysis
- **PROJECT MANAGEMENT TOOLS:** Jira • Confluence • Zoho Projects
- **DESIGN TOOLS:** Figma • Adobe XD • Autodesk Inventor • SolidWorks