

Hardik Mittal

Forward Deployed Engineer | GenAI & Data Systems

Bengaluru, India | +91 9462315711

hardik96m@gmail.com

linkedin.com/in/hardikmittal14

github.com/mittalhardik

EXPERIENCE

TMRW House of Brands (Aditya Birla Fashion) · Bewakoof, Nobero, TIGC, Wrogn
Associate Product Manager Nov 2025 – Present
Product Management Intern Jul 2024 – Oct 2025

- **Embedded with brand and merchandising teams** across the brands: turn their requirements and feedback into deployed tools and storefront improvements.
- Architected and deployed **C&C**, a GenAI content platform: brand-context retrieval, multi-model generation, tiered **LLM evaluation** and human review, on AWS.
- Built **WhyBuy**, a multi-tenant **Shopify-connected app** for AI product imagery and video, live on **2,000+ products across six brands**.
- Built **Helios**, multi-brand analytics with an **MCP server** for plain-English queries; migrated its engine to ClickHouse with parity checks over 8.9M rows.
- Built **LLM observability** for C&C: a usage bus capturing previously unlogged model calls, and a cost and failure dashboard with full prompt traces.
- Own **production on AWS and GCP**: CI/CD with GitHub Actions and OIDC, LLM cost and usage monitoring, alerting, and a production AWS account migration.
- Built the **Dynamic Homepage** scoring and experiment layer for six audience pages. Live test: **13.8% higher tap rate**, **5.4% higher homepage-to-order conversion**.
- Shipped **GoKwik Checkout** for Bewakoof.com (~200K daily sessions): **10.5% lift in session conversion**; diagnosed an Android payment failure with the vendor.
- Run **30+ A/B tests across four brand stores** with SQL funnel analysis, and present findings and decisions in CXO business reviews.
- **As intern**: shipped Urbano PDP offers and cross-category recommendations (**+6.5% AOV**); built a RAG copilot and the Gemini pipeline behind WhyBuy.

Hyphen SCS | Warehousing and supply-chain startup Noida
Product Management Intern May 2023 – Nov 2023

- Co-built a **warehouse management app** from design to launch, streamlining day-to-day warehouse operations.

PROJECTS

Deal Flow & Portfolio Intelligence | AI deal-flow assistant for a VC firm Jun – Jul 2026

- Built and deployed for the client end to end: pitches flow from inbox to Notion automatically, and the team questions portfolio P&Ls in plain English from Claude.

ABF T-Shirt Studio | AI merch app for a live corporate event Jul – Aug 2026

- Attendees described a design, AI drew it and they ordered on the spot, feeding a live print queue; shipped in **three weeks**, **500+ orders**, **1,000+ concurrent users**.

Shunya Virtual Jury | AI judge for a live awards show Jul – Aug 2026

- Real-time voice agent that listens to team pitches, asks spoken follow-ups, and scores and ranks teams against the jury's criteria.

Agentic Creative Generator | AI art director for D2C ads Aug 2026

- Agent that lets a designer pick the best elements of past ads, then drafts the brief and generates the new creative, with a human approving each step.

PDP Story Pipeline | Product-page storytelling 2026

- Turns a Shopify product and its photos into a **10-frame editorial story** for the product page, without a new shoot.

Creative Suite | E-commerce content SaaS (prototype) Apr 2026

- Multi-tenant SaaS that lets brands generate on-brand product content, route it through approvals and publish to Shopify, with subscription billing.

Spotify Chains | Personal tool, open source Oct 2026

- Turns listening sessions into playlists automatically, one per uninterrupted chain of songs; free to run for up to five people.

IMPACT

1,000+ concurrent users, ABF app

2,000+ Shopify products, AI content

+10.5% session conversion, GoKwik

+5.4% homepage-to-order conversion

SKILLS

AI

AI agents and agent harnesses (Claude Code, tool calling, MCP servers), RAG, embeddings, LLM evaluation, prompt design, voice AI

Languages

TypeScript, JavaScript, Python, SQL

Applications

Next.js, React, Node.js, Fastify, FastAPI, WebSockets, Docker

Data

PostgreSQL, pgvector, Supabase, Redis, ClickHouse, BigQuery

Cloud

AWS (ECS, EC2, RDS, S3, CloudFront, IAM), GCP (Cloud Run, Vertex AI), Cloudflare Workers, GitHub Actions

Integrations

Shopify, GoKwik, Notion, Gmail, GrowthBook

EDUCATION

BITS Pilani, Hyderabad

B.E. (Hons.) Computer Science, Minor in Finance, Oct 2021 – May 2025

Disha Delphi Public School, Kota

2017 – 2021. IIT-JEE 2021: AIR 8819 (top 0.5 percentile); BITSAT: 319/450; Class XII CBSE: 92.8%

LEADERSHIP

VP, Entrepreneurship Cell, BITS

Ops Head, Launchpad 2024: 120+ associates, 12 teams, 7,000+ attendees

Secretary, Wall Street Club

50+ associates; case competitions with 2,500+ registrations

Project Co-Lead, 180 Degrees Consulting

GTM and retention strategy for Enuncify

INTERESTS

Music, photography and travel, architecture, stock markets, startups, weekend builds