

PARTHO KAR

SENIOR PRODUCT MANAGER | AI PRODUCTS | B2B SaaS | 0-1 PLATFORM DEVELOPMENT

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PROFESSIONAL SUMMARY

Senior Product Manager with 5+ years across product and design in B2B SaaS, including 4 years as the founding PM at AGEYE Technologies. Built Digital Cultivation Pro from 0 to enterprise production: a full ERP and AI intelligence platform for industrial indoor farming, covering facility management, IoT hardware, and automated decision workflows. Core experience in 0-1 product development, platform architecture, AI/LLM integration, and enterprise go-to-market. As the founding PM at an early-stage startup, comfortable taking wide ownership across product, design, AI, and go-to-market, and turning ambiguous, undefined problems into shipped product. Background in product design adds fast prototyping capability and strong design-to-engineering collaboration.

CORE COMPETENCIES

- **Product Management:**
Product Strategy · Roadmapping · OKRs · Product Discovery · User Research · Feature Prioritization · A/B Testing & Experimentation · PRD Writing · Sprint Planning · Agile / Scrum · Stakeholder Management · Go-to-Market Strategy · Product-Led Growth (PLG)
- **Platform & Technical:**
B2B SaaS · ERP / MES Systems · Modular SaaS Architecture · API-Driven Product Design · IoT & Hardware Integration · AI / LLM Implementation · 0-1 Product Development · Platform Strategy
- **Tools:**
Figma · Notion · Google Workspace · Adobe Creative Suite · UI/UX Design Systems · Data Analysis & KPI Tracking · 3D Visualization · Blender

WORK HISTORY

Product Manager & Creative Director

AGEYE Technologies · Bengaluru, India

Sep 2022–Present

AGEYE Technologies builds Digital Cultivation Pro– a modular ERP and AI intelligence platform for commercial indoor farming and controlled-environment agriculture.

- Joined as the first product hire and drove Digital Cultivation Pro from concept, running field discovery with growers and shaping the product to surface the few decisions that mattered each day rather than another data-heavy dashboard.
- Led 0-1 development of Digital Cultivation Pro from MVP to enterprise production; currently managing 2 active pilot deployments with direct ownership of roadmap customization, client relationships, and deployment support.
- Defined product vision and OKRs aligned to operational KPIs, ran sprint planning using a Lean Product Process approach, and owned the full product cycle, from customer discovery and user research through to PRD and engineering spec.
Led the PLG pivot: modularized the enterprise suite into standalone tools that work independently or as a connected platform, with
- a freemium entry point built for self-serve onboarding and conversion, operators start with one module and expand to the full ERP as they scale.
- Built an AI workflow automation engine on top of the IoT sensor data reducing operational cycle time by 15%, downtime by 35%, and overall efficiency by around 20%.
- Launched CultivAid, an LLM-powered assistant for operator support. Built with structured safety fallbacks that prevent the model from answering in ambiguous or high-stakes situations, improving support resolution rates and reducing manual escalations.
- Unified the hardware (HYVE IoT), SaaS modules, and AI products under a single ecosystem strategy. Defined the GTM positioning and investor narrative, covering both enterprise sales and the freemium growth path.

- Led product strategy and platform redesign for a B2B procurement SaaS serving 250+ enterprise clients, running discovery through stakeholder interviews and customer journey mapping to scope a self-service product variant that reduced onboarding friction, and delivered full UX architecture and technical specifications to an external development partner across three parallel workstreams.
- Also delivered product and UX work for a B2C consumer mobile app, and brand and digital engagements across biotech and senior care.
- Took wide ownership across design, product, and go-to-market through the company's earliest stage, adapting to shifting priorities before transitioning fully into product management.

Visual & Motion Designer to Product Designer

AGEYE Technologies · Bengaluru, India

Nov 2020 - Aug 2022

- Designed the full UI/UX system for Digital Cultivation from concept to engineering handoff, covering production scheduling interfaces, operational dashboards, and cross-platform workflow screens.
- Built the design-to-engineering handoff process and led the full ecosystem rebrand, aligning the hardware (HYVE), SaaS product, and AI tools under a unified visual identity.
- Created product films and investor presentations for Indoor AgCon 2021–2025. Built a 3D visualization pipeline to convert CAD hardware models into production-ready visual assets, no dedicated 3D team, so designed and ran the workflow independently.
- Designed lightweight UI animations in SVG and Lottie for the product interface, keeping them performance-safe for production. Built the modular slide kit used across enterprise sales and investor pitches.
- As one of the early design hires at an early-stage startup, took wide ownership across design, product, and go-to-market as the company found its footing, before transitioning fully into product management.

Editorial & Creative Lead (Volunteer)

Humans of Safe Places · India

Apr 2020 - Sep 2021

- Directed editorial strategy and content operations for a distributed remote team, managing the full content lifecycle and maintaining platform voice consistency across contributors.

Associate Design Intern

Getafixx(i) · Mumbai, India

Jan 2020 - Jun 2020

- Worked as a 3D artist intern at an advertising production house, contributed modeling, lighting, and texturing of assets for commercial campaigns, with occasional animation work.

Associate CAE Analyst

Tech Mahindra · Pune, India

Aug 2016 - Sep 2017

- Conducted CAE simulations and data analysis to support engineering validation workflows, delivering performance insights for design evaluation and reporting.

EDUCATION

- **Master of Design (MDes): Animation** 2018–2020
MIT Institute of Design, Pune, India
- **Bachelor of Engineering (BE): Mechanical Engineering** 2012–2016
JSPM's Rajarshi Shahu College of Engineering, Pune, India