

SAMRAT LAMSAL

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EDUCATION

Kalinga Institute of Industrial Technology (KIIT University), Bhubaneswar

2023 – 2027

B.Tech in Computer Science & Engineering | 4th Year

Relevant Coursework: Software Engineering, Software Project Management, DBMS, Operating Systems, AI, ML

EXPERIENCE

Khalti by IME

Product Management Intern

Apr 2026 – Present

- Owned PRD lifecycle for Khalti's wallet-first card suite (Virtual Debit Card and Virtual Credit Card) – the Virtual Debit Card alone now serves **300,000+ active users** covering business requirements, risk controls, and cross-functional sign-off workflows.
- Pitched and drove a search UX enhancement surfacing trending and recently used services, increasing search-section CTR by 300%, reducing user click depth, and expanding the active user base.
- Defined risk policy for AI-enabled auto-KYC via FacePass biometric verification, now processing **~5,000 verifications daily**, authoring liveness and spoof-detection thresholds that gate onboarding decisions.
- Authored **30+ PRDs in 3 months**, translating regulatory, business, and user requirements into structured, audit-ready product documentation; drove regular user research, competitor analysis, and market research to inform prioritization.

PROJECTS

MyMoodyly – Live Anonymous Mood-Matching Platform

Solo Product

- Independently conceived, designed, built, and deployed myMoodyly end-to-end from product strategy and UX flow through full-stack development and hosting – a live product real users can sign up for and use today.
- Architected an anonymous peer-matching engine on the Mood Meter framework (energy × pleasantness quadrants) with dual matching modes, time-boxed 20-minute chats, and built-in safety escalation – translating behavioral psychology into a working, scalable product system.

Zomato vs. Swiggy – Competitive Strategy Analysis

Strategic PM Case Study

- Conducted in-depth competitive analysis revealing how Hyperpure's B2B supply chain model, adaptive experimentation, and focused geographic expansion drove Zomato's earlier path to profitability despite near-identical market conditions.
- Formulated 8 strategic recommendations including a B2B supply chain initiative for Swiggy and a premium membership evolution roadmap for Zomato to strengthen market positioning.

HACKATHON

KFUPM Intelligent Planet Hackathon 2026

2026

- Achieved **Top 50 out of 1,000+ global teams**; led product development of *Soulace*, an AI-powered emotional support platform — drove end-to-end product strategy, feature prioritisation, and the final pitch narrative.
- Earned 1-month personalised mentorship from **Google experts** covering product strategy, scalability, and go-to-market execution.

LEADERSHIP & EXTRACURRICULARS

GSS Social Club

Event Organizer

- Spearheaded *Fabulous February*, a large-scale cultural event featuring film and music artists; secured 5 sponsors, raised **2,50,000+**, sold out **500+ tickets**, and generated **85,000+ in profit**.

SKILLS & TECHNOLOGIES

Product Tools: Jira, Notion, Figma, Mixpanel

Data & Analytics: SQL, Python, Power BI, Microsoft Excel

Core Competencies: Product Strategy, User Research, Market Analysis, Roadmapping, Stakeholder Management

CERTIFICATIONS

Product Management: An Introduction – IBM (Coursera)

Mar 2026

Agile Project Management – Google (Coursera)

Mar 2026