

Chetan Jonnalagadda

Phoenix, AZ | Open to relocate | jonnalagadda8800@gmail.com | linkedin.com/in/cjonn | chetanjonnalagadda.com

SUMMARY

Product and growth generalist who ships working systems end to end, designing, launching, and distributing live products solo by directing AI development tools. Led seller-side growth at a seed-stage B2B handloom marketplace and has since shipped live products across macOS, iOS, and web.

Proof: Live macOS, iOS & web products | 20 → 35+ vendors | Doubled GMV | 18% App Store conversion

EDUCATION

M.S., Management of Technology, Arizona State University, Tempe, AZ

Aug 2024 – May 2026

B.Tech, Electrical & Electronics Engineering, Malla Reddy Engineering College (JNTU Hyderabad)

2020 – 2023

Certifications: Certified Scrum Product Owner (CSPO), Scrum Alliance | Digital Product Management, University of Virginia (Coursera)

EXPERIENCE

Instructional Aide, Mechanical & Aerospace Engineering | Arizona State University

Jan 2026 – May 2026

- Provided semester-long instructional support for an MAE course, assisting the instructor and supporting students through the term

Product & Growth | IKT India, B2B handloom marketplace

Nov 2023 – Aug 2024

- Led seller-side product and GTM with a 4-engineer team across vendor acquisition, onboarding, catalog, and pricing
- Scaled the vendor base from 20 to 35+ and doubled monthly GMV in 9 months
- Cut seller onboarding from 3 days to 6 hours with enablement across KYC, catalog, and first listing
- Shipped seller verification and bulk catalog upload, improving seller activation by 30–35%
- Analyzed pricing across 500+ SKUs, improving gross margin from 25% to 40%
- Built seller funnel and health reporting in SQL and Mixpanel, lifting 60-day retention by 20%

Product & Growth Intern, Seller Research & Onboarding | IKT India

May 2023 – Oct 2023

- Conducted 15+ seller interviews, translating research into PRDs and Figma wireframes; moved to a full-time role

SELECTED PROJECTS

Kizu: Private Group Taste-Sharing App | kizu.app

May 2026 – Present

- Designed and shipped Kizu solo, a live, invite-only taste-sharing app for small friend groups
- Grew it to 4 active friend groups purely by word of mouth, with zero marketing
- Chose trust-based discovery over an engagement algorithm, with a bounded, anti-doomscroll feed by design

Chalant: Native macOS Voice Utility | chetanjonnalagadda.com/work/chalant

2026

- Shipped Chalant solo, a live, self-updating native macOS app, owning product, design, and distribution
- Directed AI development tools through spec, review, and release across 116 build iterations and 36 tests

FrictionLens: AI Review Intelligence Tool | frictionlens.net

2026

- Designed an AI tool that turns App Store, Play Store, and Reddit reviews into cited product-insight reports

Aatram: Consumer iOS Anti-Procrastination App | aatram.com

Nov 2025 – May 2026

- Co-founded a consumer iOS app with a 3-person team, driving 240 organic downloads at 18% App Store conversion
- Ran a 25-user closed beta and 16 user interviews, shaping the V2 roadmap

SKILLS

Product: Product Strategy, PRDs, Roadmapping, Customer Discovery, Onboarding, Activation, Retention, Marketplace Strategy, Figma

GTM & Growth: Positioning, Messaging, Outbound Systems & Enrichment, Customer Enablement, Launch Planning, Outreach Copy

Research & Analytics: Customer Interviews, Funnel Analysis, Cohort & Retention Analysis, SQL, Mixpanel

AI-Directed Building: Shipping live products by directing AI development tools (specs, review, release); Rapid Prototyping, Prompt Engineering