

JAY RUSTOGI

AI PRODUCT LEADER | VOICE AI | 0→1 BUILDER

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PROFESSIONAL SUMMARY

Voice AI product leader and former founder with **11 years** across consumer and B2B technology. Led a 10-person team to ship Krafton's Yeapp in 9 weeks, now serving **10K DAU**, and built Echo to **\$250K projected ARR** within 4 months. Built **Voice AI** across **healthcare, gaming, retail, social media and HR**, spanning real-time voice pipelines, multilingual speech, RAG, agentic systems and evaluation, from strategy and architecture to production and growth.

CORE SKILLS

Voice AI & Evaluation: Streaming STT-LLM-TTS, VAD, Endpointing, Model Routing, Guardrails, LLM Evaluation

AI & Personalization: Retrieval-Augmented Generation (RAG), Agentic Workflows, Personalization Engines, Prompt Engineering, Conversational AI

Product Growth & Strategy: Lifecycle Management, Retention & Conversion, Monetization, A/B Testing, Funnel Optimization, Product Roadmap, Go-to-Market Strategy

Analytics: Data-Driven Decision-Making, Cohort Analysis, KPI Monitoring

WORK EXPERIENCE

Client Partner | The Product Highway | 2026

Creator & Product Lead, Echo | [Demo Link](#)

- Built Echo, a voice AI SaaS that reached **\$250K projected ARR** within **4 months** of inception.
- Echo's build side routes models by vertical and gates each release on **golden datasets and personas**.
- Echo's live side runs **VAD, endpointing, streaming STT-LLM-TTS**, guardrails, voiceprints and evals.

Product Lead, Voice AI Products

- **Voice AI Interviewer** phone-screens candidates for Indian GCCs: **5K calls/mo**, **<1s response latency**, **\$0.15/call operating cost**. [Demo Link](#)
- **Voice AI Concierge** at a US camera store drives **~10% of revenue**; assisted buyers convert **3.5% vs 1.8%**.
- **Voice AI Intake** for US dental clinics captures history, flags risk and books visits by voice alone.
- **Voice AI Scribe** transcribes therapy live in **8 Indian languages**, writes notes and patient memories. [Case Study](#)

Product Lead, Yeapp (Krafton) | [App Link](#)

- Led a **team of 10** to ship Yeapp, Krafton's voice-first messenger, in **9 weeks**; it now serves **10K DAU**.
- Every Yeapp message is a voice note with a **word-synced transcript** on **Hinglish STT with fallback**.

Senior Product Manager | JiviAI | July 2025 – April 2026

Personal AI Doctor | [Demo Link](#)

- Launched AI Doctor with **8K localized personas** for hyper-personalized patient engagement.
- Fine-tuned a model for adaptive conversational GenAI workflows, boosting user engagement by **40%**.
- Built an **LLM-as-a-Judge framework** to score conversations across **5 rubrics**.
- Engineered a **continuous feedback loop**, integrating user sentiment for self-improving prompt tuning (few-shot).
- Scaled AI Doctor to **10,000+ daily conversations**, with **1.1% paid conversion rate**.

Jivi Care Plans

- Architected product strategy & data architecture for **care plans** using scalable, reusable JSON schemas for runtime generation.
- Engineered a **RAG-based AI Advisor** for real-time recommendations from a vector database.
- Deployed a **RAG content pipeline** to dynamically generate thousands of personalized activities.

Product Manager | Rush by Hike | Feb 2024 – April 2025

- Built **RAG engagement models**, automating user interactions and streamlining **70%** of support queries.
- Improved user acquisition by **>2.8%** through engagement-driven referral systems.
- Optimized onboarding, increasing D0 user activation by **6.2%** via improved flow.
- Led data-driven UX optimizations, increasing CTR from **8% to 13%**.
- Launched geolocation KYC optimization, increasing geo coverage from **75% to 83%**

Product Manager | Gameskraft | Mar 2022 – Feb 2024

- Led a **4-member team** of APMs and designers.
- Launched **2 products** from scratch; scaled them to **~\$1M MRR**.
- Personalized referral & deposit incentives, increasing user acquisition by **13%**.
- Refined matchmaking algorithms, improving user play rates by **15%**.

Product Manager | Probo | Sep 2021 – Feb 2022

- Revamped in-app wallet, with **multi-currency support** & better transaction tracking.
- Launched trade exit functionality, increasing repeat user transactions by **18%**.
- Redesigned onboarding flow, improving signup-to-deposit conversion from **3% → 5%**.

Founder | LudoTez (Upskillz Games) | Feb 2021 – Sep 2021

- Led a **10-member cross-functional team** across product, engineering, and design.
- Acquired **400K+ users** in **4 months** with **~\$15K** marketing spend.
- Designed data-driven engagement hooks, increasing **D1 retention to 50%**
- Took a **profitable exit** from the company

Lead – User Acquisition | Cashgrail Pvt Ltd (Zupee / Ludo Supreme) | Oct 2018 – Feb 2021

- Scaled user base from **500 → 2M+** through paid & organic acquisition strategies.
- Managed **~\$300K+/month** marketing budget, maintaining **97% avg ROI**.
- Built **1000+ influencer partnerships**, improving brand visibility and engagement.

Content Executive | CampusEAI & Grofers | Nov 2015 – Oct 2018

- Created SEO, PR, case studies, buyer guides, technical proposals, and QA'd catalog content.

EDUCATION

B.Tech – Civil Engineering | Northern India Engineering College | Aug 2011 – Jul 2015

TECH & TOOLS

SQL | Mixpanel | Google Analytics | MoEngage | Clevertap | Appsflyer | Jira | Tableau

HONORS & AWARDS

Customer Kudos Award (Hike Gaming, May 2024) – Recognized for improving KYC & geolocation optimization, reducing drop-offs.