

Tanmay Joshi

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SUMMARY

Product leader and former founder with 5+ years of experience building and scaling consumer technology products across fintech, gaming, social, and AI.

At FamPay, led company-wide initiatives across user experience, onboarding, engagement, infrastructure, and monetization—reducing payment time by 25%, tripling daily user activations, and building an advertising business from zero to ₹30 lakh MRR.

Previously co-founded Floc, raised \$800K in venture funding, scaled consumer products to 400K+ KYC-verified users, and generated ₹18 lakh MRR.

EDUCATION

Indian Institute of Technology Roorkee

Bachelor of Technology — Production and Industrial Engineering

July 2015 – April 2019

EXPERIENCE

Senior Product Manager — UX and Revenue

December 2024 – May 2026

FamPay

Bengaluru, India

- Led Fam 2.0, the end-to-end redesign of the FamPay application, reducing the time required to complete a payment by 25%.
- Launched in-app direct messaging, increasing average non-transactional time spent in the app by 34% and driving an average of 4 messages per user per week.
- Led the development of T-Store, FamPay's transaction-store infrastructure, reducing P90 latency to one-third while supporting a platform operating at 10 million-user scale and 10,000 requests per minute.
- Built a no-KYC onboarding journey for users aged 18+, tripling daily activations from 5,000 to 15,000 users.
- Introduced and scaled advertising as a new revenue stream, growing the business from zero to ₹30 lakh MRR by monetizing more than 300 million monthly impressions.

Co-founder and Chief Technology & Product Officer

July 2021 – November 2024

Floc.gg

India

- Co-founded Floc and led product and technology development across consumer gaming, social, and creator-led products.
- Raised \$800K in venture funding, with backing from Titan Capital.
- Built a TikTok-style gaming discovery product for the Indian market, scaling it to 50,000 users with an average engagement of 8 minutes per user per day.
- Built a fantasy gaming product around YouTube creators, allowing users to create teams of creators and compete based on their daily engagement.
- Scaled the fantasy product to more than 400,000 KYC-verified users and ₹18 lakh MRR.

PROJECTS

Fuse — Customer Brain and User-Mirror Agents

- Built AI-powered customer-brain and user-mirror agents that help product managers evaluate, test, and iterate on product ideas from the perspective of their users.
- Onboarded 10 product managers who use the agents for product ideation and early-stage validation.

BuildWithAI School — Live AI Product-Building Workshop

- Launched a live weekend workshop that helps engineering students from private colleges learn how to use modern AI tools and build an AI agent from scratch.
- Enrolled 20 students in the first cohort.

What2Wear — Daily Outfit Recommendation Product

- Built a consumer product that helps users decide what to wear each day.
- Onboarded 100 early users.

TECHNICAL SKILLS

Product: Product strategy, 0 → 1 product development, consumer UX, growth, monetization, onboarding, engagement, experimentation, product analytics, and user research

Leadership: Cross-functional execution, product roadmapping, stakeholder management, team building, prioritization, and go-to-market strategy

AI and Technical: AI agents, LLM-powered products, AI-assisted development, API integrations, product infrastructure, and high-scale consumer systems

Tools: Figma, Mixpanel, Notion, ChatGPT, Codex, Claude, and GitHub

ADDITIONAL INFORMATION

Languages: English and Hindi Interests: AI-native products, consumer technology, entrepreneurship, product design, and early-stage startups