

Kireeti Varma, Dendukuri

Legal Name: Venkat Vijay, Kalyan Kireeti Varma, Dendukuri

+1 403 899 9896 • Calgary, AB, Canada • mail@kireetivarma.me • kireetivarma.me • linkedin.com/in/kireetivarma

Designer turned PM with 11+ YOE building software products for 200Mn+ users globally, with 9+ years leading product teams, driving Vision, Strategy & Execution, with keen focus on user centered design, data driven decision making & proven expertise in mobile OS. Led strategic partnerships & shipped features globally resulting in significant user growth & engagement. Built food-delivery status on AOD on OnePlus mobiles, paving way for AOD use cases across the mobile OS industry. Consulted product design to 0-1 early-stage startups, raised seed fund - NLP product.

Experience

MAY 2025 – Present

Product Consultant | Individual | Calgary, AB, Canada

- Consulted Product for Reporting Hub, a business intelligence AaaS (Analytics as a Service) platform that helps PowerBI users to share their report in a multi-tenant environment. Conducted Design Audit, improved the Design System for the admin console & tenant management.
 - Introduced product features to improve product knowledge for end user and self-assist to manoeuvre through documentation directly impacting customer success.
- Developing a B2C SaaS product to simplify talent management for production houses, handling product design, planning, and no-code. Integrating AI workflows for pre-production processes.
- Led Digitising an online Store, Conversational LLM for bookings & support through whatsapp for Petfolk.
- Designed the Product v1, Design Systems, Interaction Design for Labh, a quant investment fintech product.

JUNE 2024 – APRIL 2025

Lead Product Strategy & Global Partnerships | OnePlus India | Bengaluru, KA, India

- Lead partnership collaborations in India, integrating Zomato and Blinkit services on OnePlus Shelf on OxygenOS15, enhancing user experience and product value.
- Streamlined product planning by conducting efficient quantitative and qualitative user research (including IDIs and FGDs), identifying key target audience and powering product marketing increasing efficiency.
- Conducted product discovery initiatives that generated new feature ideas contributing to OS planning team, resulting in AI features in OxygenOS for Search, AI Plus Mind, AI Translate integrating Google AI stack.

AUGUST 2023 – MAY 2024

Product Consultant | Individual | Hyderabad, TG India

- Built Itihasa's product for secure script management and profile creation for writers in the film industry. Responsible for brainstorming, designing the core product vision, product design and building the product on no-code (bubble) including DBs, Workflows & UI and deploying to the collective's users.
- Integrated GenAI for script writers to enhance their scripts from ideation to a full bound script, and GenAI to visualise talent profiles in scenes envisioned by the production team.

AUGUST 2019 – JULY 2023

Senior Product Manager | OnePlus R&D Center | Hyderabad, TG, India

OneLab Studio, NY, USA

- Spearheaded product integrations and partnerships with global and regional products like Spotify, Snapchat, Zomato, Swiggy, and Grab across India, North America, Europe, and Southeast Asia, impacting millions of OnePlus and Oppo users through new OS feature experiences.
- Introduced AOD Status to share food delivery updates on Always-On Display (AOD) for OnePlus & Oppo mobiles running OS13 & above, with partners for India, an industry first.
- Brainstormed & built product concepts at OneLab Studio across mobile, watch & TV, fueling impactful ideas during product planning.
- Led Product & Design teams for ideation, brainstorming and overviewed other products PMs in implementation of strategic plan for OS.

OnePlus India R&D Center, Hyderabad, India

- Led the global release of OnePlus Shelf on OS12, increasing Monthly Active Users (MAU) by 4x and introducing monetization for the OS. Partnered with Spotify for a new user experience on OS12, improving user retention, and enabling monetisation for OS division.
- Expanded OnePlus Scout from India to NA & EU markets, with enhanced search experience, functionality and increasing search CTR by over 200%.
- Released Football scores to Sports app alongside Cricket, growing userbase in OS12 by 50%.

- Launched Nearby Charging Stations at Indian airports, a feature to notify users about nearby charging stations on their phones to let users charge quickly before taking off at airports. Collaborated with hardware systems and their integration and functionality.
- Introduced a new sharing feature for Screenshots on OS11, improved Timer UX.
- Led Product, Design, Development, Testing, Operations teams directly, handling multiple pods in parallel for agile product development of products for OxygenOS in R&D.

DECEMBER 2017 – AUGUST 2019

Head of Products | Coalition House | Bengaluru, KA, India

Imux (Co-founder)

- Handled Product & Design of Imux, a Natural Language Interface for DBs. Designed the product from scratch
- Managed a team of 5 in Product Development & Design. Raised a seed-investment from an AI Accelerator.

Coalition House (Founder).

- Product Designer for Station91 MVP & v1.0. Conducted user research, prototyping, A/B testing, usability research, feedback analysis, and iterated products through the process. Managed a team of 4 engineers & 3 designers and handled the product sprints from ideation to shipping to users. Led the Product Launch and collaborated with Product Marketing in preparation of material and strategy.
- Product Design Consultant for Cab Dost, a Bengaluru based startup working on helping cab drivers pay IT Returns and get returns from the government. Designed and developed their products and helped the team introduce a digital product for their offline business. The product has quickly scaled Cab Dost's customer to 50K and further helped the company raise their Series A.
- Product Design for Leucine, to design their CLEEN product (a cleaning validation software - FDA compliant)
- Worked with Instoried (sentimental analysis) to design their product v1, later raised \$1Mn pre-Series A.
- Worked with Incola Inc. (an Australian startup working on easing the process of moving to new rental homes) for designing their web-product from inception. The User Research helped the team modify their business model for Indian customers and focus on Australian customers for the initial version.
- Designed Tymline.co, a tool to document stories in a timeline format. Partnered with TEDx Gateway to create profiles of all speakers.

FEBRUARY 2016 – DECEMBER 2017

Product Manager | SV.CO (Startup Village Collective) | Bengaluru, KA, India

- Handled the Product of SV.CO, the Digital Incubator for student startup in India.
- As a Product Manager, my contributions went into the web interface, gamification of learning, improving the experience of the SV.CO product where student startups track their course progress along with their active contributions to the community.
- Contributed to various projects like skill mapping to the course curriculum that helps map the course to the skillset, as defined by the National Occupation Standards of India.

AUGUST 2014 – JANUARY 2016

Product Operations Manager | Startup Village | Visakhapatnam, AP, India

- Led operations and incubation of student startups at the Visakhapatnam chapter of Startup Village.
- Streamlined operations management and contributing to product processes.
- Community evangelist, conducted meet-ups with Angel Investors, VCs and founders for startups incubated.

Achievements

1. Awarded Employee Of The Year - 2021 for my contributions to OxygenOS, at OnePlus, in 2021.
2. Promoted to Senior Product Manager, at OnePlus, in 2022.
3. Raised seed-investment from Zeroth AI accelerator for Imux, cofounded by me, in 2018.

Education

JUNE 2010 – MARCH 2014

Bachelor of Engineering, Information Technology | GITAM University | Visakhapatnam, AP, India

- AI, OS, Security, Computer Networks, DBMS, Image Processing, DAA, Web Tech, C, C++, Java.

Skills

Product: Management • Discovery • Strategy • Partnerships • User Research • Roadmap • Monetisation • A/B Testing • Requirements • Analytics • Operations • Brainstorming • Ideation

Tech: APIs • SDK • Integrations • Operating System • NLP • Artificial Intelligence • Web Dev • No-code Dev • HTML

Mobile: Android SDK • iOS SDK • No-code mobile dev • IOT • Play Store Listing • Analytics • Google Partner Forum

Design: User Interface • User Experience • Wireframing • User Testing • Prototyping • Web Design • Usability Testing

Core: Presentation • Pitch Deck • Consulting • Startup • Product Marketing • Fund Raise • Product Launch • SaaS