

Varsha Narayan

Associate Product Manager

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📍 Bengaluru

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Education

Bachelor of Design (B.Des) -
Knitwear Design (2020-2024)
National Institute of Fashion
Technology, Bengaluru
CGPA - 8.7

Skills

- Adaptable and quick learner in fast-paced environments
- Team-oriented with ability to guide and support peers
- Effective collaboration and clear communication
- Strong time management and prioritization
- Creative vision and attention to details

Tools & Platforms

- ClickUp, Figma, Canva, Excel, PostHog, CLO 3D, Adobe Suite - Photoshop, Illustrator, Substance Sampler, Firefly
- AI tools (ComfyUI, Codex, other generative AI platforms)

Professional summary

Associate Product Manager with hands-on experience in roadmap planning, user-focused product development, and cross-functional collaboration. Skilled in using AI tools to streamline workflows and support product building, with working knowledge of SaaS products and systems. Bring strong customer empathy and user understanding through a background in the fashion industry.

Work Experience

Streamoid CXO

Associate Product Manager

Sept, 2025 to Present

- Contributed to the development of an AI-powered photo studio platform - **Photogenix** that enables fashion e-commerce brands create consistent, marketplace-ready product imagery at scale.
- Built and optimized AI-assisted workflows using Codex to support **post-generation editing of fashion imagery**, reducing dependency on external tools by approximately **75%**.
- Led product planning for the Photogenix Shopify app, contributing to feature definition, user story creation, and UI planning which is **live on Shopify App Store**.
- Supported product usage and operational workflows contributing to the **processing of over 1 million visuals** for leading Indian retail and fashion brands, while assisting operations teams during high-volume production cycles.
- Collaborated with development teams to streamline image production and **reduce product shipping and development timelines** by nearly **threefold** through AI-assisted workflows and rapid development practices with vibe coding.
- Delivered **product demonstrations**, user feedback sessions, and proof-of-concept presentations for clients, supporting successful studio client conversions through tailored guidance and platform walkthroughs.

Fashion Associate

2024-2025

- Explored and refined **ComfyUI workflows** and prompt engineering techniques to support AI-generated fashion imagery, improving output quality and consistency while reducing qualitative issues by nearly 50% across **product versions 3 and 4**.
- **Optimized fashion datasets** for testing, evaluating and comparing quality of various AI image generation workflows to improve output quality and reduce iteration effort.
- Worked closely with **in-house creative and production teams** to understand brand requirements and marketplace standards for AI generated fashion e-commerce photoshoots at scale. Translated these user requirements into **product feature suggestions**.

NYKD by NYKAA

2024

Design Intern, New Product Development team

- Conceptualized and proposed two new collections for women's sleepwear and assorted intimate apparel as part of a graduation project. [View Project](#)
- Executed market and user research to understand customer preferences and gaps in the lingerie segment. Worked closely with teams to understand the product development lifecycle from ideation to execution.

Tropic Knits Pvt Ltd

2023

Design Intern, Graphic Design

- Designed T-shirt graphics for menswear and womenswear collections as part of a summer internship project. Gained hands-on exposure to apparel design workflows, from concept development to final output.