# KRISHNA KUMAR JHA

Product Builder | AI Products | 0→1
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Portfolio | Github | Linkedin | X

## SUMMARY

Product-focused builder with experience taking ideas from **0→1**, talking to users, validating problems, shipping products, and iterating from feedback. Currently building Heddle, an AI-powered product walkthrough platform with **200+ beta users**, paying customers, and enterprise conversations. Previously built Basebrain and grew it to **1,700+ waitlist sign-ups** before pivoting based on market feedback.
Worked across **product, customer discovery, GTM, design, AI automation, engineering, and video,** with a strong bias toward execution and user facing problem solving.

## WORK EXPERIENCE

**Co-founder - Product & Operations** **Heddle** (formerly BuildShot) | Jan 2026 - Present Link

- Building an AI-powered platform that turns live product workflows into polished product walkthrough videos.
- Grew the product to **200+ beta users, international paying customers**, and early enterprise conversations.
- Own the **product roadmap across customer discovery, requirements, prioritization, user journeys, shipping, product analytics, and iteration.**
- Regularly talk to founders, product, marketing, sales, and CS teams to understand problems and decide what to build next.
- Worked on **onboarding, AI browser automation, video generation, captions, voiceovers, editing workflows, personalization, and product reliability.**
- Led early GTM through founder-led sales, personalized demos, outbound, pricing experiments, and enterprise discovery.
- Selected **Top 20 Under 20 at AIBoomi Annual '26** and **approached by JioGenNext leadership** for its Market Access Program.

**AI & Automation Intern** **Parmanand Group** | Dec 2025 – May 2026

- Built **CRM and workflow automations** around lead management, follow-ups, and internal operations.
- Identified repetitive business processes and converted them into usable automation flows.
- **Worked directly with stakeholder requirements** and iterated based on feedback.

**SDE Intern** **AlexaHire** | Jun 2025 – Oct 2025 Link

- Shipped user-facing features for a production web product across frontend and backend.
- Translated business requirements into reliable product features.
- Worked on **usability, responsiveness, performance, and production workflows.**

## PRODUCTS

**Basebrain** **( Pivoted after 1,700+ waitlist sign-ups )**

- Built a developer-focused product for visualizing and understanding backend systems.
- Grew it to **1,700+ waitlist sign-ups** through positioning, distribution, and rapid experimentation.
- Used **early-user feedback and market signals to evaluate demand** and eventually make the decision to pivot.

**Nudge - Privacy-First Browser Agent** Link

**Smart India Hackathon 2026**

- Built a **local-first AI browser agent for privacy-preserving web automation.**
- Created an **on-device privacy layer to sanitize sensitive information before AI reasoning.**
- TypeScript, Playwright, DOM APIs, Docker

**Metis - Maternal & Child Health Platform** Link

- Built a health-focused PWA for maternal and child care.
- Reached the **Top 7 at MIT-ADT AI Grand Challenge 2026.**

**Kairos - Cognitive Life Management Platform** Link

**PCCOE HackMatrix**

- Built a **unified platform combining habit tracking, personal finance, journaling, and productivity analytics.**
- Focused on **simplifying multiple workflows** into one coherent user experience.
- Next.js, React, MongoDB, Supabase, Gemini API

## ACHIEVEMENTS

- Top 20 Under 20 - **AIBoomi Annual '26**
- Top 100 - **AIBoomi Startup Weekend Pune**
- Top 7 Finalist - **MIT-ADT AI Grand Challenge 2026**
- PCCOE HackMatrix - **Rank 1 in Round 1, Rank 2 in Round 2**
- 1st Place - **VIT Software Hackathon**
- 1st Place - **Sinhagad Hackathon**
- 2nd Place - **COEP Game Development Competition**
- 2nd Place - **U.D.A.A.N**

## SKILLS

- **Product:** Customer Discovery, User Interviews, Problem Framing, Feature Prioritization, User Flows, Product Strategy, Rapid Prototyping, GTM, Pricing
- **Product Analytics:** Product Metrics, Funnel Analysis, SQL
- **Databases:** PostgreSQL, MySQL, MongoDB
- **Frontend:** JavaScript, TypeScript, React, Next.js
- **Backend:** Node.js, Express.js
- **AI & Automation:** AI/LLM APIs, Browser Automation
- **Cloud & Infrastructure:** AWS, Docker, Cloudflare R2
- **Backend Services:** Supabase, Firebase
- **Developer Tools:** Git, GitHub

## LEADERSHIP

**Vice President**
**Institution Innovation Council, MIT-ADT University**

- Worked on student innovation, startup, entrepreneurship, and Smart India Hackathon initiatives.
- Helped organize innovation programs, internal activities, interviews, and entrepreneurship exercises.
- Worked closely with students and faculty across multiple initiatives.

**Social Media Lead, Cloud Computing Club**

- Led promotion and communication for technical events including Cloud 101 and Docker-focused activities.
- Worked on event positioning, visual content, social media, and audience engagement.

## EDUCATION

**Bachelor of Technology**

**Computer Science and Engineering**

MIT Art, Design and Technology University
Aug 2024 - Oct 2028

## VIDEO & CREATIVE EXPERIENCE

**Video Editor | 6+ Years**

- Edited videos with **100M+ cumulative views for creators, startups, and brands.**
- Worked with **Prakhar Gupta, Cinemastics, Physics Wallah, Rooter.gg, Growitbuddy, and others.**
- Strong understanding of retention, storytelling, pacing, hooks, and viewer behavior.
- Skilled in **Adobe Premiere Pro and After Effects.**