ISHA GOYAL

Product Engineer | Product Builder | 0→1 AI Products

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SUMMARY

Engineer-turned-product builder with 6 years shipping production web systems, now running 0→1 AI products end to end — customer discovery, PRDs and acceptance criteria, LLM context and agent design, and working prototypes I build myself. I make scope and trade-off decisions explicit rather than leaving them for engineering to guess, and I kill my own assumptions when the evidence says to. Strongest in small teams where one person owns the path from problem statement to shipped product.

CORE SKILLS

Product: Product Discovery, User Research & Customer Interviews, Problem Definition, Product Requirements (PRDs), User Stories, MVP Scoping, Roadmapping, Prioritisation, Acceptance Criteria, Success Metrics & KPIs, Experimentation & A/B Testing, Competitive Analysis, Stakeholder Management, Agile / Scrum, Jira, Figma

AI & LLM: LLM Application Design, Prompt Engineering, AI Agents, Retrieval-Augmented Generation (RAG), Context & Memory Design, Conversation Design, Model Evaluation, Inference Cost Modelling, OpenAI & Anthropic APIs

Engineering: React, TypeScript, JavaScript, Node.js, REST APIs & Integrations, System Design, MongoDB, AWS, Git, CI/CD, KonvaJS, Three.js

EXPERIENCE

Independent AI Product Work — Product Builder (self-directed)
Dec 2025 – Present

CookBridge — 0→1 AI meal-decision product for households with a cook (live prototype)

- Discovery: interviewed 10 households; 7 reported recurring meal-decision friction. Narrowed v1 to the primary meal-decider in family households with a cook, and established that the real cost was household-context recall rather than recipe choice.
- Killed my own core assumption: accurate inventory tracking turned out to create another recurring household chore, so I replaced it with belief-based inventory (available / low / probably finished / unknown) — worse data in exchange for far lower user effort and materially better adoption odds.
- Product definition: wrote the PRD — problem statement, v1 scope and explicit out-of-scope, functional requirements, edge cases and acceptance criteria, including the rule that only a confirmed meal updates history and inventory.
- AI system design: defined the LLM recommendation context across diet, explicit and learned preferences, available ingredients and meal history, with preference-priority rules for conflicts and conversation-recovery behaviour.
- Metrics: set decision time and manual fridge-checking as primary outcomes — deliberately not engagement — and instrumented diagnostic signals to separate bad recommendation logic from missing input context.

AI Fashion Stylist — WhatsApp styling agent (Dec 2025 – Feb 2026)

- Researched Acloset and Indyx and interviewed the Indyx founder; identified wardrobe cataloguing as the step where users abandon these products, and made photo-to-structured-wardrobe the core bet.
- Built a working agent converting 5 wardrobe photos into 18 structured items, then generating 3 outfits grounded only in clothing the user already owned.
- Separated perception (extracting what exists) from reasoning (combining it into outfits), so recommendation quality could be debugged independently of extraction accuracy.
- Stopped scope expansion once per-session inference cost entered the validation economics — answering the core question mattered more than feature breadth.

Alpha Nodus — Senior Software Developer
Jun 2025 – Aug 2025

- Owned Greeter/Kiosk, a healthcare patient check-in product, end to end across frontend, APIs, third-party integrations, infrastructure and AWS deployment.
- Made production delivery decisions across the full stack — integration design, deployment and release readiness — rather than frontend implementation alone.

JediSwap (Starknet) — Frontend Engineer
Jul 2023 – Oct 2024

- Shipped JediSwap Missions, abstracting wallets, NFTs and on-chain transactions into flows that non-crypto users could complete without understanding the underlying chain.
- Built GlassChain (ETHIndia) and TailTales (Starknet Hacker House) from idea to working product under hackathon time constraints.

Playment / TELUS International — Senior Frontend Developer
Dec 2019 – Feb 2023

- Owned GT Studio annotation workflows, progressing from feature delivery into product scoping, workflow design and architecture decisions alongside product and engineering leads.
- Consolidated 5 frontend repositories into a single monorepo, eliminating duplicated development and establishing shared code reuse across teams.
- Built Pixel, a shared React component library adopted across product surfaces, plus complex image and 3D annotation interfaces using KonvaJS and Three.js.

Earlier Experience — Frontend Engineer
2018 – 2019

- ClearGlass Analytics: built investment analytics dashboards and data-heavy product interfaces for institutional users.
- Unifize Solutions: progressed from frontend intern to engineer shipping product interfaces.

EDUCATION

B.Tech, Computer Science & Engineering
2012 – 2016

Rajasthan Technical University — Poornima College of Engineering, Jaipur