

DEV CHOPRA

GENERALIST · PRODUCT MANAGER · BUILDER · GROWTH HACKER · DESIGNER · VIBECODER

Multi-skilled · Multi-tasker · I adapt to what you need.

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SUMMARY

I don't wait for permission to build. I've shipped 5+ products across fintech, health, music tech, and AI — entirely as a solo vibecoder using AI-native tools. I design interfaces, craft marketing strategy, research markets, and code prototypes — all in one loop. Founded an 800+ professional marketers community. Recognised at the Indian Startup School. Currently embedded in the Founder's Office at Veena Studio and studying Product + Agentic AI at BITSOM. I'm the person a scrappy early-stage team needs before they can afford three hires.

EXPERIENCE

Founder's Office — Product & Growth

Dec 2025 – Present

Veena Studio · Delaware, USA · Remote

Embedded directly with founders — own product strategy, UI/UX design, and go-to-market for a web & desktop DAW. Led full PMF research, ICP mapping, and positioning; built the entire social media marketing system from zero. Shipping product iterations in rapid AI-assisted cycles — design to prototype to feedback in days, not weeks.

Chief Marketing Manager

Aug 2023 – Nov 2025

Healing By Vanshika · New Delhi

Built the brand's entire digital presence from nothing — website, identity, voice, content, and acquisition funnels. Managed a nutrition & wellness brand's community growth, content production, and client conversion tracking.

Social Media & Brand Manager

Jan 2023 – Aug 2023

Venus Studio · Delhi

Defined brand strategy and visual style; led editorial and creative output for a photography studio.

Content & Digital Strategy Intern

Dec 2021 – Dec 2022

Unschool · Dissent Times · IMUN & Others

Year-long rotational internships in content creation, research, and digital strategy across multiple orgs.

PRODUCTS BUILT — ALL SOLO-BUILT USING AI-NATIVE TOOLS

TapQR — <https://www.tapqr.live/>

Hybrid NFC + QR intelligent payment infrastructure for small merchants in India. In stealth to protect architectural IP.

Altme — <https://altme-devchopra.lovable.app/>

AI-native platform for Gen Z to connect with their AI twin — built to dissolve introvert barriers and enable grounded self-reflection.

Nivaari Health — <https://nivaari-health.lovable.app/>

A full-featured health ally and period tracker built specifically for Indian women, with cultural context and Ayurvedic framing.

Veena Studio DAW — <https://www.veena.studio/>

Web & desktop Digital Audio Workstation reimagining creative tooling for the browser and native environments.

AuraScore — <https://auraappbydev.netlify.app/>

Behavioural UI experiment — a quiz that calculates your Aura Points. Simple, intentional, oddly satisfying.

In Research: Narranova Labs (AI SaaS — intelligent content & structured automation) · Hublix (smart home infra for Indian households) · Compliance AI (AI for CA, filings & regulatory work)

SKILLS & TOOLS

Product	Design	AI / Vibe Coding	Marketing
Product Strategy PMF Research · ICP Creation User Research · Roadmapping A/B Testing · Data Analytics	Figma · Canva · Procreate Adobe Fresco · Motion Graphics UI/UX · Brand Identity Interior Concepts	Claude Code · Cursor · Lovable Bolt · n8n · Antigravity ChatGPT · Gemini Agentic Workflows	Social Strategy · Content Mktg Creative Briefing · Copywriting Community Building (800+ mktrs) Brand Mgmt · Analytics

EDUCATION

Product Management with Gen AI & Agentic AI

Sep 2025 – Jun 2026

BITSOM – BITS School of Management, Mumbai

Product fundamentals, generative AI applications, agentic AI systems, market research, data-driven decision-making.

Bachelor of Computer Applications – Cloud Computing & Cybersecurity

Jul 2024 – Jul 2027

UPES Online, Dehradun

Cloud systems, virtualization, cybersecurity, threat analysis, networking, cryptography, ethical hacking.

ACHIEVEMENTS & CERTIFICATIONS

Recognised among the Top 40 Startup Ideas at the Indian Startup School

Founder of an 800+ member Professional Marketers community

Elected Class Representative for a batch of 255+ students – leadership and org skills

Drove measurable social media growth and real marketing results starting at age 18

Google Data Analytics Certificate (Coursera) · Google Cybersecurity Certificate (Coursera)

Cybersecurity Internship & Training Certificate – Corizo

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