

PRANAV PALEPU

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Education

National Institute of Technology (NIT), Warangal, India

2020 - 2024

Computer Science & Engineering; Minor in Business Studies

- Recipient of the Institute Merit Scholarship – Awarded to the top 3% students of the batch.
- Finalist at Smart India Hackathon, 2022 & 2023 – India's highest level university hackathon.

Work Experience

Oracle (*Applications Developer - Fusion/Core AI*)

Jun 2024 - Present

Global technology leader providing enterprise software & cloud infrastructure.

- First hire on Oracle's India AI apps team, designing core architecture for AI products used by most Fortune 100s.
- Key developer on Oracle's flagship agentic platform. Designed & built external integrations from the ground up.
- Led design of a new GraphRAG product, improving contextual answer accuracy for structured data by 50%+.
- Achieved fast-track progression, advancing from new-joiner to a special projects lead within 1.5 years.

Flipkart Labs (*Product Intern*)

May 2022 - Oct 2022

New-business initiatives wing of India's largest e-commerce marketplace.

- Owned the user acquisition flow for Flipkart's new moonshot rewards platform as part of a small, high-impact team.
- Acquired 2M users in a week by gamifying complex KYC signup process. Created \$10M of net customer value.
- Single-handedly negotiated for a dedicated design team to build a custom design language, creating a unique UX that directly supported the platform's success.

Expresso (*Founding Product & Growth Lead*)

Jan 2021 - Jun 2021

Pseudonymous social app for tier-1 college students (acquired by a London-based co.).

- Joined as the first-hire, navigated the 0-to-1 growth journey by developing the product roadmap and go-to-market strategy. Hired and managed 3 interns and acquired 10,000 users in 2 weeks post-launch.
- Drove 40% higher Day-7 retention than industry benchmarks by ideating and developing sticky features based on deeply understanding user behavior and market gap analysis.

Entrepreneurial Ventures

Second Brain 🔗

Oct 2025 - Present

- Building an AI assistant that turns your WhatsApp self-chat into a powerful, searchable memory, using knowledge graphs to intelligently connect notes, files, images, voice-notes, tasks and reminders.

Night Chocolate 🔗

Apr 2023 - May 2024

- Built end-to-end supply chain and developed a product line of Indianized fruit-flavored chocolates, securing partnerships with premium hotel chains including Taj, Sheraton & Marriott as early B2B customers.
- Scaled operations to \$5K monthly recurring revenue within 6 months of launch, ultimately sunsetting the venture after identifying unsustainable unit economics while maintaining our commitment to quality.

Obsession Lab 🔗

May 2022 - Apr 2023

- Design-team-as-a-service for early-stage startups, eliminating the hassle of hiring & managing a design team.
- Powered 13 startups by building their MVPs and helping them grow from concept to launch while managing a distributed team of a dozen freelance designers and maintaining consistent quality across all client projects.

Leadership

Entrepreneurship-Cell NITW

May 2023 - Apr 2024

Start-up Cell Lead

- Led a 40-member team and managed a \$12,000 budget to support 13 incubated startups and drive growth.
- Established a new product studio, producing 8 products and 6 commercial patents in one year, which boosted NITW's national innovation score by 2.5 points & increased research-to-product conversions by 4x.
- Championed a university-wide start-up policy that impacts 3,000+ innovators, overcoming administrative resistance

Additional Information

Technical Skills & Tools: Java, C++, Python, TensorFlow, PyTorch, SQL, Figma, Adobe Creative Suite.

Volunteer Teacher: Teaching math and computer programming to underprivileged students at *Teach for Change*.

Interests: Enthusiastic about functional hardware products; currently developing a tactile note-taking tool.