Ujjwal Praveen

Co-Founder & CEO | Product & GTM Strategy | Quality Engineering | AI-Assisted Testing

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PROFILE

Co-Founder, Product Leader, and Test Engineer with 4+ years of experience owning 0-to-1 product strategy, GTM execution, financial roadmapping, and end-to-end quality engineering across AI-native SaaS, enterprise HRMS, and Web3 products. Spearheading product development, customer discovery, and commercial strategy as Co-Founder & CEO of Worklyne while driving full-stack QA, performance benchmarking, and AI-assisted automation (automating ~90% of repetitive QA workflows) across enterprise and tokenized platforms.

LEADERSHIP & CO-FOUNDER EXPERIENCE

Worklyne | Co-Founder & CEO **Present**

- **Product Strategy & Feature Conceptualization:** Devised end-to-end product vision, feature specifications, and workflow architecture across 5 native modules (AI Engine, Core Backend, Email Engine, Main Client App, and Meeting App), including customizable Workspace Admin policies and intern-to-CEO RBAC governance.
- **Customer Discovery & Scenario Validation:** Created and validated real-world product scenarios directly with 50+ founders and operations leaders, translating customer pain points into live product workflows and onboarding 3 design partner teams into Private Beta.
- **GTM Strategy & Marketing:** Defined the go-to-market strategy, positioning, and marketing narrative—architecting the zero-friction meeting/email wedge and viral client-guest expansion loops for high-velocity SMBs.
- **Business & Financial Roadmap:** Built the B2B SaaS pricing architecture, unit economics, AI credit pooling models, and multi-stage financial and operational roadmaps from initial beta through commercial scale.

PROFESSIONAL EXPERIENCE

LMN8 Softraglobus | Test Engineer (Part-Time) **05/2026–Present**

- Executing part-time quality engineering, functional and exploratory testing, API validation, and release readiness verification across software workflows.

Toyow (Xchain Marketplace Pvt. Ltd.) | Test Engineer (Full-Time) **04/2024–Present | Remote, India**

- Owned end-to-end QA as the sole Test Engineer, defining release test scope, regression coverage, release readiness, production deployment validation, hotfix validation, and post-release checks.
- Maintained and evolved regression suites while participating in sprint planning, refinement, design discussions, developer handoffs, defect analysis, and quality gates across Agile releases.
- Built Selenium and Pytest automation for authentication, registration, KYC, and core application workflows, using automation to reduce repetitive validation and accelerate releases.

- Built AI-assisted agents and automation to automate roughly 90% of repetitive QA activities, allowing more time for exploration, edge-case, and precision-focused manual testing; continuously evaluated modern and next-generation QA/AI tooling.
- Designed k6-based performance benchmarks at the action/workflow level, defining measurable performance expectations and validating response-time behavior consistently across releases.
- Designed load-testing scenarios with controlled ramp-up and increasing concurrency to assess throughput, stability, error rates, and system behavior under realistic demand; maintained separate benchmark and load-testing objectives.
- Executed API testing with Postman across ERC-20 token endpoints, wallet operations, transactional workflows, negative scenarios, and integration behavior; validated rate-limiting boundaries and failure handling.
- Validated token and wallet consistency across multiple users, including cross-user balance checks, transaction outcomes, and related application states.
- Created test scenarios for ERC-20 token deployment, minting, transfers, and wallet integrations on the Base network, extending coverage through automation for deployment and transfer workflows.
- Developed QA coverage for Marketchain, including end-to-end token sales, token allocation, minting, vesting, wallet interactions, administrative workflows, and reliability under varying loads.
- Owned test-environment validation and release support using AWS, Git, CI/CD workflows, and deployment/build verification; developed working knowledge of Kubernetes and containerized runtime environments.
- Tracked recurring defects and failure patterns to drive preventive coverage and worked directly with developers and product owners to close gaps before and after releases.

Keka Technologies Pvt. Ltd. | Quality Analyst **01/2022–12/2023 | Hyderabad, India**

- Owned QA for core HRMS modules across manual, functional, integration, regression, and release testing.
- Streamlined manual testing procedures, reducing customer-support issues by 40%.
- Executed Postman API testing, resolving integration defects and improving system stability by 25%.
- Conducted regression cycles that reduced post-release bugs by 30%; embedded QA into design reviews, developer handoffs, and sprint activities, contributing to a 70% decrease in customer issues within two months.
- Conducted R&D across 10+ competing products to conceptualize an Hourly Leave Management System supporting requirements from 50+ US/UK organizations.
- Revamped Flexible Shift functionality for 100+ organizations and improved biometric integrations involving ESSL, PostgreSQL, and Cosec, reducing related customer issues by 40%.
- Monitored CI/CD workflows and Azure DevOps for test-case management and production-build validation.

SELECTED PROJECTS

Worklyne — AI-Native Workspace Management Platform — Co-founded and led 0-to-1 product development, feature ideation, customer scenario validation, GTM strategy, marketing, and business financial modeling across 5 native platform modules.

Marketchain — Token Sales & Crypto Asset Marketplace — End-to-end QA of token-sale workflows, transactions, administrative controls, and varying-load behavior.

Wallet & Token Transfer Testing — Validated wallet integrations, token purchases, transfers, balances, and related API workflows.

ERC-20 Deployment & Testing — Base Network — Validated deployment, minting, transfers, wallet interactions, and transaction scenarios on Base.

AI-Assisted QA Automation — Built AI-assisted agents and automation to reduce repetitive QA effort and reserve manual testing capacity for exploration and precision-focused validation.

CORE SKILLS

CATEGORY	SKILLS & TECHNOLOGIES
Executive & Product	Product Strategy & Development | Feature Ideation | Customer Scenario Validation | GTM Strategy & Marketing | Business & Financial Roadmapping | Enterprise RBAC Governance
Quality Engineering	Manual & Exploratory Testing | Functional | Regression | Integration | Smoke | Sanity | Cross-Browser | Test Strategy | Release Readiness
Automation	Selenium | Pytest | Python | AI-Assisted Automation | Agentic QA Workflows
Performance	k6 | Performance Benchmarking | Load Testing | Concurrency & Ramp Testing | Response-Time Validation | Lighthouse
API & Data	Postman | API Validation | Rate-Limiting Testing | SQL | PostgreSQL | MongoDB | Cross-User Balance Validation
Engineering	Git | GitHub | AWS | CI/CD | Azure DevOps | JIRA | Kanban | Kubernetes (Working Knowledge)
Domains	AI-Native SaaS | Blockchain & Web3 | ERC-20 | Tokenization | Wallet Integrations | DeFi | HRMS | Biometric Integrations
AI & Modern Tooling	AI-driven QA workflows | Custom agents for repetitive QA operations | Rapid adoption of new QA and engineering tools