

SHUBHANGI GUPTA

Product, DevRel, and Community at the edges of AI and developer tools

Delhi, India · sg.shubhangi.sg@gmail.com · knowshubhangi.com · linkedin.com/in/knowshubhangi

SUMMARY

Builder across product, DevRel, and community for AI and developer tools. Shipped Figma-to-Shopify 0→1 with 400 qualified users in month one. Grew Rocket's developer community to 14,000+. Built GDG Noida from scratch to 37,000+. Co-founded a mental health startup that reached 10,000+ people during the pandemic. Most comfortable where product, docs, and developer trust have to be built at the same time.

EXPERIENCE

Product Manager and Developer Advocate, Rocket / DhiWise

Jan 2023 – Feb 2025

Joined as DevRel, grew into PM while continuing to lead community. AI dev tool for generating production code from designs.

- Led 0→1 of the Figma-to-Shopify feature: user research, MVP scoping, closed beta with 20 users, then GTM. **400 qualified users in the first month, 25% drop in onboarding churn** via Mixpanel-driven iteration, **10x feature discoverability** through SEO-led blogs, docs, and videos.
- Scaled the developer community from a few hundred to **14,000+ active developers** through events, newsletters, Discord engagement, and a Champions program that turned heavy users into product evangelists.
- Wrote the technical blogs, onboarding guides, and demo videos that became the primary acquisition channel. Authored SEO content still ranking on the DhiWise site.
- Mentored by **Jono Bacon** on developer community strategy. Represented DhiWise at Google for Startups AI First 2023 and other major dev conferences.

Co-Founder and CEO, Raahee (Mental Health Startup)

Jun 2020 – Oct 2022

Affordable, LGBTQ+ inclusive therapy platform. Built during the pandemic.

- **₹1L+ in revenue within 8 weeks. 20% MoM growth** through a hybrid B2B/B2C GTM. **10,000+ people reached**, community of 1,500+ members.
- Led product strategy, user research, and MVP development. Built cross-functional teams of **50+ contributors** across product, tech, design, ops, and marketing, plus a network of **30+ licensed therapists**.
- Backed by Cisco ThingQbator and NASSCOM Foundation. Selected for Google AppScale Academy Cohort 1 and Microsoft for Startups.

COMMUNITY

- **Google Developer Groups Noida** — Organiser, 2022 to present. Built from zero to **37,000+ developers** over 3 years. 50+ events including DevFest Noida (5,000+ attendees).
- **Claude Code Delhi** — Organiser, Anthropic, Jan 2026 to present. **700+ signups** for India's first Claude Code meetup.
- **GitHub Campus Expert** — 2023 to present. Organised Octernships Delhi, Hacktoberfest Chennai, and GitHub Field Days across India. **Only person from India invited to GitHub Universe 2024**. Speaker on Git, GitHub, open source, open models, Hugging Face, and Whisper.
- **Hack Club** — India Community Lead, 2021–2022. Grew reach by **240%**, engagement by 50%, followers by 98%. Mentored campus leaders across India.
- **Atsign** — DevRel and Community Lead, 2022. Drove **10,000+ new users per month** through documentation, talks, and demos to the Flutter community across APAC and Africa.

RECOGNITION

- **Google Trendsetters 2025** · **GitHub Universe 2024** — only invitee from India · **Microsoft Imagine Cup 2021** — India Runner-Up · **Young Alumnus Award 2021**, IGDTUW · Microsoft Technology Associate

EDUCATION

B.Tech, Computer Science Engineering, Indira Gandhi Delhi Technical University for Women

2017 – 2021

First Division with Distinction.

Last updated May 2026