Preksha Jagetiya

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KEY EXPERIENCE

Fynd — Mumbai, India

Fynd is an omnichannel e-commerce platform acquired by **Reliance Jio.**

Product Manager 1   October 2022 - Present
- **Own Cash-on-delivery** & **Buy-now Pay-Later** facility & a single point of contact for payments vertical
- **Fast-track promoted in 11 months** due to constant quantitative performance impact on overall company

Product Associate   September 2021 - September 2022
- **Co-led product for the payments domain** aligned with critical Jiomart partners vertical.
    - **Collaborated with 3 Reliance subsidiaries** to build Cash-on-delivery (COD) and Buy-now Pay-Later (BNPL) facility **for high ticket transactions (> 50,000 INR)**.
    - **Wrote documents (PRD & Memos)** for senior stakeholders & engineering team.
    - **Managed internal & external stakeholders** for smooth communication & adherence to timelines.
- **Launched gift cards** for 18 e-commerce websites to bring **~2 Cr INR in revenue**.
- **Led integration** of Magento plugin which helped us **onboard 15 new e-commerce websites**

Product Intern — Internshala — Gurgaon, India   March 2020 - September 2020
- **Restructured** the student partner platform to **increase conversion rate** by **~5%.**
- **Secured pre-placement offer** due to exemplary performance and impact during the tenure.

Research Intern — National Institute of Technology, Rourkela   June 2019 -Aug 2019
- Designed the model for a malware detection system for malicious processes.
- Filed a research paper at an international IEEE conference.

KEY PORTFOLIO PROJECTS

- **Improving user engagement on Dunzo by reducing decision fatigue**
    - **Described** the **WHY** of the problem, **identified the key metric** to be improved, and **mapped out** the user flow, **low-fidelity wireframes** of the solution and **success metrics** of the project.

- **Product comparison: Google Pay vs PhonePe**
    - Did teardown to **state the advantages and disadvantages of its different user flows and UI**

- **Feature improvement: Wishlist feature for an e-commerce website**
    - Proposed a solution to **increase the engagement of the *"Wishlist feature".***
    - Defined user persona with pain points and proposed solutions for each stage of the user journey.

SELECT SKILLS ACCRUED

- **Leadership:** Stakeholder management
- **Product:** Web/mobile/platform products (B2C/B2B), website performance
- **Design:** UI/UX design (web/mobile):

TOOLS WELL-VERSED IN

- **Programming languages:** Python, JavaScript (beginner), C, C++, HTML, and CSS.
- **Design tools:** Balsamiq, Whimsical, Figma, and Miro.
- **Data and analytics:** SQL Google Analytics.

EDUCATION   June 2017- August 2021

Bachelor of Technology in Information Technology, Class of 2021
Bharati Vidyapeeth College of Engineering, Pune, India   GPA: 8.9/10.0