

## PROFESSIONAL EXPERIENCE

### Product at Jify

Jify Money - (Financial Wellness & EWA Provider)

Dec 2022 – present

- Defined **product roadmap for Engagement and Core Flows** across the company
- Led the **V2 for the Rewards and Referral product** addressing key pain points and improvement fixes, **increasing visibility and usage by over 40%**
- Simplified user onboarding journeys leading to a **30% decrease in drop-offs in the KYC and Onboarding process**
- **Led the POD for the Collections and E-Mandates from scratch** and managed the implementation of the auto-pay process in the loan journey leading to a **reduction of over 50% in NPAs**
- **Voice of Product in the Engagement Initiatives** for running campaigns for increasing loan book
- **Improved retention metrics** by building engagement features and developing campaign strategies for an increase in loan book and repeat usage
- Helped in the development of the first version of the **Design System** for the company while working with external vendors
- **Owner of Core Funnels and Data Visualisation** across tools like Mixpanel and Clevertap
- **Conducted user research and surveys for product-related experiments** and user testing of app screens/features

### Senior Manager

Ernst and Young

Sep 2015 – Dec 2022

#### Product Development and Design

- Built a compliance product - involved in defining a proprietary **global compliance management tool** requiring coordination with developers
- **End-to-end execution and deployment of the solution involving on-ground implementation for clients across various teams and geographies**
- Built functional requirements for automating processes and **worked on feature iterations based on client feedback such as calendar nudges and follow-up modules for task completion**
- Worked on leveraging an AI Model to review and audit compliance reporting as an **enhancement to the existing product offering**
- **Re-design of the entire Procure to Pay process on SAP, guiding client's development team** with PRDs and feature functionalities to incorporate ABAC Controls and deter fraud and bribery incidents
- **Creation of PRD documents for an HRMS system** to launch their offering in the USA Market in line with design needs **including the creation of workflows and system functionality for modules like Recruitment, Onboarding, Payroll, and Working Time**

#### Key Outcomes:

Developed the compliance product which was **deployed across 200+ clients globally. Team lead on engagements worth over INR 200Mn** annually for technology accounts

#### Process Improvement and Digital Transformation

- **Redesign of business processes** to improve speed, accuracy, and efficiency
- Designed and implemented frameworks for **tracking and reporting KPIs**
- **Benchmarking quantitative and qualitative aspects** to identify leading practices, and recommend areas of improvement

### Co-Founder

Tamarind Rice

Dec 2012 – Jan 2014

- Conceptualized a crowd sourced e-magazine for showcasing the work of amateur writers in India with 11 issues and 3 in-person live reading events
- Built a community of 1500+ monthly subscribers and 200+ content writers
- A social media presence with over 2500 followers and an online reach of 500+ views on an average per week

# Nirali Naik

## Sr. Product Manager

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in niralinaik

📍 Product Portfolio

## BIO

- Product Manager with 8+ years of product management, business consulting and process excellence.
- Experience in B2B SaaS and B2C Fintech product development and implementation.
- Ability to manage multiple stakeholders and work with teams across geographies and specialisations.

## EDUCATION

### Career Accelerator Program

Upraised

May 2022

### Product Management Certificate Course

Indian School of Business

Mar 2022

### Chartered Accountant

Institute of Chartered

Accountants of India

May 2015

### B.Com

Narsee Monjee College of Commerce and Economics, Mumbai

Mar 2013

## SKILLS

Product Management, Digital Transformation, Design Thinking, Stakeholder Management, Creative Problem Solving, Data Analytics, Mixpanel / CleverTap