Laksh Sharma

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Profile

A forward-thinking and innovative professional with a proven product management and business analysis track record. Possesses a unique blend of project management, analytics, and stakeholder engagement skills with UI/UX Design expertise demonstrated via various projects within his portfolio. I have Demonstrated the ability to lead technology-driven projects from conception to completion, aligning them with business objectives. I am eager to contribute fresh perspectives and drive projects to success in a collaborative, tech-driven environment.

Education

UCD Michael Smurfit Business School   **Dublin, Ireland**
Msc. Digital Innovation, Expected Grade: 1:1   September 2023 - August 2024
Key Modules: Digital Infrastructures, Machine Learning For Business, Cybersecurity, Implementing Digital Projects, Skills For Digital Inquiry, Design Development And Creativity

Guru Gobind Singh Indraprastha University   **Delhi, India**
Bachelor Of Technology in Civil Engineering, Grade: 1:1 (8.2 CGPA)   August 2018 - June 2022
Major Project: Scope And Application of Digitalisation In Construction In India

Skills

Project Management: Expert in leading technology projects, focusing on budget, schedule, and quality.
Data Analytics: Skilled in data analysis **(PL - 300 Certified & SQL Expertise)** and market research.
Stakeholder Engagement: Experienced in aligning projects with stakeholder and business goals.
Innovation and Adaptability: Committed to innovative, sustainable solutions in dynamic environments

Experience

Safexpay   Mumbai, India
Associate Product Manager   April 2023 – August 2023

Safexpay is a cutting-edge Fintech payment platform specialising in a comprehensive B2B2C payment gateway and pioneering in the Neobanking sector.

- **Led the development and launched Safexpay Bank Payment Solution**, enhancing EMI and foreclosure payment collections for small cooperative sector banks with an API-based system compatible with any bank's website and CBS.
- **Agile Project Management:** Implemented Lean methodologies, including Kanban and Scrum, to align senior management and developers under the CSO's guidance, ensuring timely project delivery.
- **Data Analytics:** Developed the Payment Insights Dashboard using Power BI, which was later adopted as an in-house product for merchants through Salesforce Integration.
- **Product Lifecycle Management**: Managed the entire lifecycle From PRD to Go-live of the WhatsApp Pay feature that lets Safexpay merchants pay via WhatsApp messages.
- **OKR Framework Implementation:** Directed the implementation of Objectives and Key Results Tracker, aligning with corporate strategy using Keka software. Contributed product feedback to Keka, leading to enhanced OKR features for departmental and individual team goals in their product
- **Project Tracking and Quality Assurance:** Utilised Primavera JIRA for comprehensive project tracking and quality assurance measures.

Newgen Software   Delhi, India
Associate Business Analyst   July 2022 – April 2023

Newgen Software is a global leader providing unified digital transformation platforms, specialising in AI-based

process automation, content services, and customer communication management for diverse industries.

Stakeholder Management: Liaisoned between developers and management to create OCR-based Email filtering software for ADCB bank.
Developed SAAS Product L2+: Created a comprehensive trade finance product for STP and NSTP Foreign Remittances between Banks, Wrote the BRD and filled RFPs, generating over ₹12,000,000 in revenue.
Microsoft Suite: Showcased product understanding through demos and interactions with CXOs and senior management. Prepared presentations and reports using the Microsoft 365 suite.
Market Research & User Persona: Conducted competitor analysis and market research to generate user stories, providing valuable insights for strategic product development.
Data Analytics: Using Postgres SQL to Source and Python to model data, generated reports for Payment Volumes, Software reliability, Customer satisfaction and Tem efficiency to guide data-driven decision-making,

Haasyl
UI/UX & Operations Intern   September 2021 - December 2021
UI/UX Portfolio

- Led the implementation of a Distributed Ledger Technology (DLT) portal, directly contributing to product development and performance analysis post-launch
- Conducted research to propose strategies to enhance user retention for the company's mobile app.
- Created and delivered training presentations, improving internal understanding of complex technical products.
- Saw end-to-end Development of the "Haasyl Mart" product and created Application Wireframes for the Core Haasyl App launched in the app.

Other Roles
Data Science and Business Analytics Intern, Sparks Foundation, India November 2021 - December 2021
Newton School, Operations Intern, February 2021 - July 2021

Leadership & Activities

UPRAISED
Product Management Fellow (Part-Time)   November 2022 – May 2023
Product Portfolio

- **Selected to be one of 50 fellows out of the 30,000 aspirants** to participate in the 5 Month Fellowship.
- Gained expertise in creating personas, identifying user needs, mapping customer journeys using wireframes on Figma for product development and using the RICE framework to prioritise their development.
- Adopted structured product problem-solving approaches, Used visual tools like issue trees to make MECE structures and prioritised problems using the RICE framework. Created MVPs to solve real-world problems:

  1. PRD - Spotify - B2C - Increasing Funnel Conversion For Free Users On Spotify: Increasing Conversions Per Month By 5% by focusing on increasing the app's value proposition
  2. PRD - Swiggy - B2C - How do you increase Swiggy's ATS by 3%? By focusing on the number of products sold per order.
  3. Product Teardown - B2C - Rapido. Did RCA for "Why regular bike-riding users of Rapido switch apps

Gripik E-Commerce
Director/Product Manager   August 2021 – September 2023

- Embroidery Hut (registered as Gripik E-Commerce) is an embroidery service provider, connecting embroidery designers with customers and offering a premium fashion line inspired by pop culture.
- Scaled the company to gross revenue of ₹10,00,000 and a customer base of 1000+ in 18 months.
- Led a team of 2 Business Analysts to make data-driven design decisions and acquisitions for product listings.

Certifications

Microsoft PL-300
Adept in using Power BI to visualise and model data to Generate Insightful reports for business growth.