

# Vikas Mukherjee

Aspiring Product Manager

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📍 Lucknow

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## SUMMARY

2.5 years of experienced product management enthusiast, adept at translating complex user needs into requirements to deliver features facilitating competitive differentiation to the product.

## CORE COMPETENCIES

**Analytics** - Mixpanel, Google Analytics, Amplitude, SQL, MS Excel, Power BI, Tableau and Google Data Studio

**Wireframing/Design** - Figma, Balsamiq, Whimsical, Lucidchart

**Project Management Tools** - Asana, JIRA, Zendesk, Opsgenie, Monday and Miro

## PROFESSIONAL EXPERIENCE

### Product Management Fellow

Mar '22- Aug '22

#### Upraised CAP

Remote, IN

- **Written detailed PRDs** for products like Tata Neu and Swiggy including wireframes and mockups for solutions proposed
  - a) Tata Neu - Improve user reward experience and engagement with Neu Coins  
[PRD Link](#)
  - b) Swiggy - Improving the retention of users by introducing Swiggy Milestone feature  
[PRD Link](#)
- Dwelled into **product teardown and psychology** of apps like CRED, Dream11 and Spotify
- **Hands-on experience** - Market Estimation and Research | User Research and User Journey Mapping | Product Strategy and Metrics | Prototyping | MVP | Wireframing | Product Analytics | Product Roadmap and Development

### Operations Analyst II - Customer Success

Mar '21- May '22

#### Better Mortgage

Gurugram, IN

##### Customer Success & Process Excellence

- Designed scalable frameworks and **process workflows** for real estate agents aimed to improve the **customer success journey** which **resulted** in the reduction of loan closing tenure effectively by 5 days from 45 days to 40 days and it holistically helped the US loan closing and India Operations Team
- Managed and maintained internal software for smooth **business transactions** and was the **SPOC** of any update on the system
- Charged for customer's demands during the real estate transaction and provided **administrative and operational support**

##### Market Research & Data Analysis

- Analysed, created **interactive data dashboards** of mortgage closings and implemented **market penetration forecast reports** to navigate the real estate closings

##### Outcome achieved

- Awarded and **recognised** ACES ALL DAY award for my **contribution** toward supporting real estate agents, customers and internal stakeholders

### Business Development Manager - B2B Supply Growth

Oct '19- Nov '20

#### OYO

Lucknow, IN

- **Scaled** the supply growth by **acquiring and onboarding** hotel partners, third-party vendors and real estate developers on OYO's platform with a **gross marginal value** of 16 crore INR
- Headed a **cross-functional team** of operations, demand sales, transformation, OTA and service account management executives to improve the **churn management**, **NPS**, **partner onboarding and occupancy** which resulted in an increase in **ARPU** of OYO in FY'2020

##### Outcome achieved

- Awarded and **recognised** TOP 3 BDM in the India East Region for 6 months of **consistent individual performance**

## EDUCATION

### Product Management Program

Mar '22- Aug '22

#### Upraised

Remote, IN

##### [Product Management Portfolio](#)

### Master of Business Administration

Jun '17- Mar '19

#### Institute of Management Technology

Hyderabad, IN

Majored in Marketing Management