

## PROFESSIONAL SUMMARY

- A software engineer turned product enthusiast who is passionate about solving real problems through innovative products.
- Has a strong analytical mindset with a good understanding of business and technical skills while maintaining a high focus on user empathy.
- Effective at communicating across small and large teams and managing stakeholders in corporate and startup environments.

## SKILLS

Product management, Market research, Product Strategy, Product Specification, Critical thinking., User experience design, Data analysis, Agile methodology, Communication, Requirement gathering, OKR based planning, Figma, Notion, Balsamic, JIRA, Google Analytics, Retool, Excel, Java script, Java C++, SQL, JS, HTML/CSS, Python

## EXPERIENCE

### Product Intern

Apr '23 - Present

#### IndiGG

- Partnered with an offerwall and designed its end-to-end Product Requirements Document (PRD) and wireframes, ensuring the successful development and launch of the feature.
- Collaborated with the designing team and tech team to ensure the feature met the business and technical requirements.
- Conducted market research for Web3 Profile SBT, developing user stories, PRDs, and wireframes for the product.
- Successfully redesigned the onboarding flow and reduced the sign-in CTA, resulting in an increase in user engagement and retention.

### Co-Founder

May '20 - Jan '21

#### Meriyaadi.com

- Led market research for the **e-commerce SaaS startup** which was aimed at providing SME's with their digital store. Gathered existing solutions to the problem, understood consumer behavior through online surveys and personal visits and **prioritized requirements**.
- **Introduced WhatsApp** as a communication tool between buyer and seller, found top priority business segments and iterated process flow multiple times to **reduce friction**.
- **Launched MVP1 within 2 months**, my role was to develop wireframes, perform sanity testing and manage the project's progress.
- Post launch, **led Growth** and reached out to **5000+ merchants** using social media marketing, SEO tools and cold-calling which resulted in **2% conversion rate**.
- Increased **customer retention by 30%** for ordering online by introducing features after gaining insights from feedback and analyzing patterns using SQL queries

### Product Management Fellow

Oct '22 - Present

#### Upraised

- Completed **16 week product management program** covering key topics such as market research, product design, defining user personas, and using first principle thinking. Through this program, gained a deep knowledge of best practices for developing successful products and bringing them to market.
- Participated in **multiple product and feature teardowns** like Rapido, Spotify, Uber to gain practical knowledge about the field. Interacted with Product Leaders to understand best business strategies.
- Constructed **industry grade PRDs** thoroughly reviewed and approved by a Senior PM from Amazon, did **API integration using Postman** and used **Re-tool**, a no-code tool.

#### Product Projects:

##### Rapido Product Teardown

- Performed surveys, review analysis to generate pain points of users. **Identified Key metrics**.
- Did competitive analysis of feature study, identified pain points, ideated solutions and prioritized based on RICE.
- **Ranked top 1 teardown** in Oct cohort
- Link to my project: [https://drive.google.com/file/d/1YDj6TaivWlq83eYCgpsQG-Fe0\\_rVfTr7/view?usp=sharing](https://drive.google.com/file/d/1YDj6TaivWlq83eYCgpsQG-Fe0_rVfTr7/view?usp=sharing)

## Disney+ Hotstar PRD

- Prepared a PRD to identify different ways on **increasing user engagement via content discovery** in Disney+ Hotstar.
- Identified user persona and their pain points. Proposed various solutions, prioritized them and created detailed wireframes.
- Link to my project: <https://docs.google.com/document/d/1O1y0TGvRvm8-zJKZp-n2kWZ65fCFmfD7bBYFg7ipA/edit?usp=sharing>

## Software Engineer

Feb '20 - Mar '22

### Infosys

- As a part of **Avon Inc's** product lifecycle, managed package building and **deployed testing/production** changes in APAC, SA region
- **Developed** and optimized **SQL Procedures and Scripts** for file system maintenance
- Performed CNC Admin Activities and extracted debug log, par files and codes.
- **Deciphered** on average **20 tickets/week** within SLAs using **JIRA**, collaborated with cross-functional teams for **handling escalations**, maintained documentation and resolved consumers issues.
- Automated functional test scripts for JD Edwards EnterpriseOne web applications using **SOAP and REST API**
- Gained working knowledge of **Python, Java and DBMS** as part of Infosys Training Program.

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## Teaching Assistant

Jun '18 - Feb '19

### Rajesh Jain Academy

- Guided **100+** students to clear the concepts and doubts regarding basics of **C++ , Data Structures and Algorithms and OOP.**
- Facilitated young learners master learning concepts through one-on-one and small group tutoring.
- Arranged **10+** career counselling sessions on job guidance and further education.

## EDUCATION

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### B.E Computer Science

Jun '15 - Jun '19

#### SKNCOE, Pune University

8.18 CGPA

## ACTIVITIES

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- Member | **E-Cell** (E-Cell is the official Entrepreneurship cell of SKNCOE.)
- Volunteer | **Robin Hood Army** (Volunteered at an NGO which delivers surplus food to needy people)