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Product Portfolio

Work Experience:

CAP Product Management Fellow (Upraised) - *Oct'22 to Present*
- Worked on **PRDs** Achieve higher paid subscriber growth in Disney+ Hotstar and Improve user experience in WhatsApp.
- Participated in a case study competition and ranked among the **Top 3** in the cohort.
- Brainstormed and revisited the concepts of product management.

Associate Product Manager (Simplilearn) - *Jan'22 to Aug'22*
- Developed **product documentation** to communicate upcoming features and products to internal teams.
- Drove **market research** and performed **competitive benchmarking** and tuned the findings into new developments.
- Owned the **product strategy** and developed core vision and positioning of new products in the Job Guarantee vertical.
- Scaled existing products and recommended new products and conducted **GTM**.
- Collaborated with external influencers, subject matter experts, partners effectively to drive the launch of a new product with the JobsforHer team which increased the enrollment by **30%**
- Improved the lead to conversion ratio of the Full Stack Java Developer program from **15:1 to 7:1**
- Worked closely with management, business, engineering, legal and operations teams and participated in daily **Scrum**.
- Used tools to understand **market trends** and paid vs organic traffic on websites.
- Translated problems into user-centric solutions by suggesting the addition of sequential learning to enhance the learner experience on LMS, resulting in **25%** increase of completion rates.
- Used **Tableau** to analyze metrics to measure product performance.

Junior Product Manager (Aalgro) - *Oct'21 to Jan'22*
- Wrote **User stories** and defined the **acceptance criteria** for the development team to work on using Azure DevOps.
- Performed **UATs** and reported bugs.
- Used **User Experior** to fetch data for the CTAs to analyze the feature performance and assist in scaling them.
- Took user interviews to understand the pain points and develop features.
- Worked on the **ideation to launch the** "Services" feature in the app and next steps for scaling it.
- Ideated a shorter process for lot listing resulting in **2x** increased listings within a week after the launch.
- Used **Figma, Miro, XMind** and **draw.io** for creating **wireframes**.
- Managed the **Azure** board by mapping Tasks, User stories, Features and Epics.

Senior Product Expert (Byju's) - *May'19 to Sep'21*
- Have done **beta testing** for the K-3 application in collaboration with Disney to launch the same.
- Done **competitor analysis** and **user research** to add live classes and social science in the application which significantly increased the app engagement reducing the churn rate. The NPS of the subscribed users increased to **86%** which was noteworthy.
- Have worked on new features to improve the user experience resulting in the introduction of knowledge graph and practice section in the app which provided users a more personalized experience resulting in **35%** increase in CSAT.

Product Specialist (Byju's) - *Jul'17 to Apr'19*
- Escalation handling across platforms and ensuring smooth product lifecycle and user experience including monitoring the app usage, mapping content and data as per user requirements.
- Using a user dashboard, analyzed the engagement and worked on client facing roles to understand customer pain points to improve the product.
- Provided constant feedback to the product team regarding changes/updates required to improve the existing workflow and define success metrics.
- Worked with CRM tools like **Leadsquared and Salesforce** and service based tools like **Freshdesk**. Trained and provided coaching to junior team members.

Technical Skills:
Software Tools: Microsoft Excel, SQL, Jira, Miro, Figma, Mixpanel, draw.io, Balsamiq, Azure DevOps,Salesforce, Retool
Core Competencies: Roadmap planning, Feature Prioritization, Root Cause Analysis, Wireframing, Product Documentation, Market Research, Competitor Analysis, User Research, User Experience