Amit Valecha

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Professional Summary

An analytical and results-driven **Product & Project Manager** with over 3 years of experience delivering SaaS, eCommerce, and digital platforms in fast-paced agency environments. Proven track record of shipping products end-to-end, from authoring PRDs and user flows to managing development sprints and go-live. Skilled in stakeholder alignment, Agile delivery, and process improvement, with a history of improving project efficiency by 15–20% through structured governance. **Available immediately for on-site/hybrid roles in the UK.**

Core Skills

- **Product Management**: PRDs, Backlog Management, User Journey Mapping, Stakeholder Demos, Requirements Gathering
- **Agile Delivery**: Scrum, Kanban, Sprint Planning, Retrospectives, Risk Mitigation
- **Tools & Tech**: Jira, Confluence, Strapi CMS, Webflow, Shopify, Stripe, GA4, Hotjar, MS Excel
- **Project Management**: Budget & Resource Management, Workflow Planning, QA Coordination, Process Improvement

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Professional Experience

Associate Product Manager | GroRapid – India | Jun 2023 – Oct 2024

Delivered SaaS and eCommerce platforms for startups and SMEs, focusing on PRDs, user journeys, backlog management, QA governance, and stakeholder communication.

- **Publsh.ai – Omni-channel PR SaaS Platform**
  - Authored the Product Requirement Document (PRD) covering all user/admin flows, payment integration (Stripe), and CMS requirements (Strapi), creating a single source of truth for all stakeholders.
  - Managed the development and QA cycle, running weekly governance meetings and using an Action Tracker to ensure sprint-wise fixes and sign-offs.
  - **Impact**: Delivered the platform on-time despite content delays; the structured governance model was adopted as a template for future SaaS builds, **reducing project cycle time by ~20%**.
- **Experttal – Freelancer–Employer Marketplace**
  - Designed a 12-stage product roadmap and standardized the job lifecycle flow (shortlist → progress → close) to prevent role confusion and ensure a consistent user experience.

- Introduced QA prioritisation (Launch-Critical, Post-Launch), which **improved development efficiency by 15–20%** by focusing the team on critical defects.
    - **Impact**: Launched a stable platform with significantly reduced post-launch defect rates.
- **Fun Ride Toys – Shopify eCommerce Build**
    - Oversaw UI/UX QA and implemented a dummy content strategy to unblock development from client-side delays.
    - Coordinated performance optimisation efforts with the development team post-launch.
    - **Impact**: The site launched successfully before the critical festive sales season, and **homepage load time was improved by 30%**.

Project Coordinator | Blacksof – India | Jan 2023 – May 2023

- Coordinated multi-disciplinary teams on 12+ digital branding and UX/UI projects.
- Created project schedules, monitored budgets, and introduced structured client reporting, reducing escalations and improving stakeholder satisfaction.

Education

MSc Management | University of Birmingham, UK | 2024 – 2025 *Focus: Digital Business, Business Analytics, Project Delivery*

Bachelor of Commerce, Financial Management (First Class) | University of Mumbai, India | 2019 – 2022

Certifications

- **Certified ScrumMaster® (CSM)** – Scrum Alliance | 2023–2025
- **Certified Scrum Product Owner® (CSPO)** – Scrum Alliance | 2024–2026
- **Agile Foundations** – Project Management Institute (PMI)
- **IELTS Academic** – Overall 7.5 (Meets UK B2 English Requirement)