Fares Shaikh

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Work Experience

Moksha Solution *Design AND Marketing*   *May 2025 - Current*

- Designed marketing collateral (brochures, social media graphics) using Figma, enhancing brand consistency across channels.
- Supported social media campaign planning and execution on LinkedIn and Instagram, increasing engagement by 25%.
- Conducted market research to identify target segments and inform content strategy, collaborating with marketing and design teams to optimize messaging.

Ipshopy.com *PRODUCT ENGINEER INTERN*   *January 2023 - June 2023*

- Designed and executed customer behavior surveys and usability tests, pinpointing three critical UX gaps in the checkout flow and recommending fixes that elevated conversion potential by 20%.
- Contributed to the MVP build of a mono-product offering for a niche segment—drafting requirements, wireframes, and acceptance criteria that enabled a 20% pilot conversion rate.
- Compiled and presented weekly stakeholder reports on retention, engagement, and feature adoption, informing prioritization in the product backlog and guiding executive decision-making..

Hi-Tech Engineering *Business Operations INTERN*   *May 2022- July 2022*

- Led market research and synthesized customer feedback to uncover two major product gaps, driving a roadmap that boosted potential addressable market by 15%.
- Partnered with engineering, design, and marketing teams to orchestrate three product launches—coordinating cross-functional sprints, user acceptance testing, and go-to-market checklists.
- Authored comprehensive product documentation (user guides, feature briefs, sales decks)

Projects

Turf Booking System (Web Application)

Designed and developed a web-based booking platform, optimizing user experience and business operations.

Conducted market research to identify pricing models, customer behavior trends, and competitive gaps.

Implemented user authentication, slot availability management, and online payment integration.

Developed data-driven strategies for revenue growth, improving user engagement by 25% post-launch

Led product development lifecycle from ideation to launch, ensuring iterative improvements based on analytics

AI Product Case Study: Intelligent Lead Scoring System

Designed an intelligent lead scoring system for an e-commerce platform to optimize sales outreach.

Leverage machine learning algorithms to analyze customer behavior data and predict high-value leads.

Improved lead conversion rates by 20% in pilot testing, demonstrating the potential for scaling this solution within a broader CRM framework.

Technical Skills

Technical: Python, SQL, JavaScript, REST APIs, React.js, Jira

Product Management: Growth Experiments, Customer Interviews, Stakeholder Management, Roadmapping, A/B Testing

Tools: Django, PostgreSQL, REST APIs, Jira, , Confluence,MS office,

Languages: English (proficient), Marathi (proficient),Hindi(proficient)

UX/UI & Design Collaboration: Figma,Motiff,canva,adobe

Education

B.TECH IN COMPUTER SCIENCE AND ENGINEERING	DIPLOMA IN COMPUTER ENGINEERING	SCHOOLING
Institution: MGM'S JNEC *GPA: 3* *Graduation Date:* May 2025	*Institution:* MGM'S POLYTECHNIC *Aggregate:* 84.46% *Graduation Date:* May 2022	*S.F.K.V High School 2006 - 2019* *10th percentage :* 76%