

**Prasad Kuppadakkath**  
+16132969777 | p.kuppadakkath@gmail.co | Ottawa, ON K2K 0H3 , Canada  
[LinkedIn : linkedin.com/in/prasad-kuppadakkath/](https://www.linkedin.com/in/prasad-kuppadakkath/)

## SUMMARY

Mobile Product Specialist with 12+ years of experience across mobile app development, engineering, and product management. Increased user engagement by 20% through A/B testing. Proven in roadmaps, backlog prioritization, and cross-functional collaboration. Deep understanding of app stores, analytics, and A/B testing (ASO & in-app). Data-driven, exceptional mobile UX focus.

## SKILLS

**Technical:** Mobile Development: Java, Kotlin, Android SDK, Jetpack Compose, Retrofit, OkHttp, Data

Management: Room, Firebase, Cloud Firestore, Material Design, JUnit, Espresso, OOP/FP/SOLID/CI CD

**Product Roadmap & Backlog:** Market research, MCS definitions, MVP strategies, User Story Prioritization, Low fidelity wireframes, Mockups, HEART - NPS scores, AARRR metrics

**Data Analysis:** SQL, Google Analytics, BigQuery

**Agile Methodologies:** Scrum, Kanban

**Cross-Functional Collaboration:** Design, Development, Marketing

## EXPERIENCE

**Product Engineer, Mobile , Thingmzing Labs, Bengaluru IN**

**August 2021 - November 2023**

- Pagefound (Kotlin, Android): Led product development of a marketplace app achieving 99% crash-free sessions. Defined vision, roadmap, and prioritized features based on user data (Sentry, GA, Firebase, App Store Analytics). Championed a data-driven pivot for app success.
- Zing (Android & iOS): Owned product roadmap for a privacy-focused microblogging app, reducing time-to-market by 40%. Led cross-functional team, analyzed user journeys with funnels, and prioritized backlog based on user needs and data. Proposed strategic pivot to adapt to market shifts.

**Lead Analyst , CGI INC , Bengaluru IN**

**March 2016 - August 2021**

- Collaborated with architects to develop and maintain mobile applications (Java/Kotlin/Js) ( [Shell Fleet](#) , [Shell Prepaid](#) ) for clients like Shell, managing projects with 5M+ users and engaging in IoT incubation with Alstom.
- Improved mobile development practices, implementing Jenkins CI and Appium for test automation, resulting in a 60% efficiency boost. Coordinated development and deployment activities with offshore teams.

**Mobile Architect , Auberon LLC, Abu Dhabi UAE**

**March 2014 - March 2016**

- Developed [Seha Android App](#) and CAFM Lite Mobile, a BIM-CAFM-CMMS facility management app with 1M+ users, proposing, prototyping, and distributing on Android and iOS.
- Designed a core framework for loosely coupled mobile applications, conducted API and architecture reviews, and coordinated with offshore teams.

**Mobile Apps Developer , Pertinent Systems , Bengaluru IN**

**June 2013 - March 2014**

- Made critical decisions on technologies, wrote key features, and designed scalable-architectural code.

**Software Engineer , Data Template Infotech , Bengaluru IN**

**September 2011 - June 2013**

- Conceptualized, designed, developed, and deployed algorithm-driven health applications for Android, iOS, and Windows Phones using PhoneGap, including mHealth for the Public Health Foundation of India.

## EDUCATION

**Bachelors in Computer Science & Engineering,**  
Anna University, Chennai IN

**2007-2011**