KOMAL

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PROFILE

Experienced **Product Manager** with over **5 years** in driving digital **product strategy**, **development**, and **optimization**. Skilled in **Agile methodologies**, **UI/UX design**, **A/B testing**, **UAT**, **cross-functional collaboration**, and **API testing**. Currently leading **product innovation** at **Justdial Ltd.**, delivering **user-centric solutions** that align with **business goals** and enhance **customer experience**.

EXPERIENCE (5 Yr. +)

Justdial Ltd.   **Apr 2021 - Present**
Senior Product Manager   *Delhi, India*

- Managed **mobile** and **web modules** of the sales **CRM**; aligned new **product strategies** with **business goals**.
- Utilized **Power BI** and **Tableau** to design dynamic dashboards and reports for **sales performance**, **user behavior**, and **product adoption trends**; enabled **data-driven decision making** across product and sales teams.
- Leveraged **Mixpanel** and **Google Analytics** to track **feature engagement**, analyze **user journeys**, identify drop-offs, and drive iterative improvements through **data-backed product enhancements**.
- Conducted deep **user research** to understand pain points, inefficiencies, and feature gaps by interviewing **sales team**, **managers**, and **CRM users**.
- Improved **user experience** and functionality through **UI/UX design** using **Figma** and **Adobe XD**.
- Led end-to-end **product development** using **Agile**, **Sprint**, and **Scrum**; ensured timely releases with feature enhancements and **bug fixes**.
- Used **SQL** to pull data on customer behavior, identified usage patterns and pain points, and shared insights with the team to improve features and plan updates.
- Conducted **A/B testing**, **API testing** using **Postman**, and **cross-browser testing** to ensure functional accuracy and satisfaction.
- Facilitated **UAT testing** by defining **test scenarios**, coordinating with **end users**, validating **business requirements**, and ensuring the final product met expectations. Coordinated with **developers** and the **testing team** to resolve bugs before rollout.
- Integrated basic **AI tools** like **AR** for identifying nearby businesses and **OCR** for auto-filling details and **PAN verification** from scanned documents.
- Deployed an **AI chatbot** for 24/7 support, integrated with **CRM**, **payment**, and **billing systems** using secure **APIs** and **user authentication**.
- Led nationwide **pricing and budget planning**, including **ECS payments**, **discounts**, renewals, and add-ons to drive retention and new client acquisition.
- Ensured **role-based access control** to protect data, ensure compliance, and prevent breaches. Added **encryption**, **token-based authentication**, and secure **APIs**.
- Scaled the module by introducing **caching**, **lazy loading**, and conducting regular review meetings with **stakeholders** and the **tech team**.

Samsung   **Apr 2019 - Aug 2020**
Product Engineer   *Noida, India*

- Defined and executed the **product vision** and **roadmap** by collaborating closely with **cross-functional teams** (**engineering**, **design**, and **business**) using **Agile Methodologies**, ensuring alignment with **organizational goals** and timely stakeholder buy-in.
- Conducted regular **sprint review meetings** with **cross-functional teams** to drive iterative improvements and ensure delivery against performance benchmarks.
- Continuous **performance monitoring** using **Google Lighthouse** to monitor **page speed**, **errors**, and **load time**. Analyzed **server response times**, **API performance**, and **UI responsiveness**.
- Set alerts for downtime or latency issues. Collaborated with **developers** to resolve bottlenecks in real-time.
- Worked with **engineering teams** to integrate secure **APIs**, **token-based authentication**, and **data encryption protocols**, strengthening **platform security**.
- Improved **platform scalability** by introducing **content caching**, **lazy loading techniques**, and **front-end optimization** for faster load times.

Projects

Netflix Case Study — Emotion-Based Movie Discovery *[Project Link]*

- Identified a critical gap in **Netflix's recommendation engine** where users struggle to find content matching emotional tone after watching psychologically complex films like *Shutter Island* or *Vanilla Sky.*
- Delivered a structured case study including **user personas**, pain points, proposed architecture, and measurable impact.
- Proposed a feature: **"Search by Mood"** — enabling users to filter content based on feelings such as *mind-bending*, *emotional*, or *dreamlike*.
- Designed a scalable solution using **AI/ML, NLP, metadata tagging**, and user behavior analysis to improve retention and satisfaction.

Instagram Case Study — Improving Engagement Transparency & Story Quality *[Project Link]*

- Analyzed friction points in Instagram's engagement tracking, specifically lack of visibility into **who saves or shares posts**, causing reduced insights for creators.
- Proposed a privacy-safe **Share & Save Transparency Feature** with real-time alerts to help creators track engagement metrics and optimize content strategy.
- Recommended enhancements to story quality using **advanced compression algorithms** and a user-toggle for **high-resolution story uploads**.
- Emphasized the use of **Firebase, Mixpanel, AI/ML**, and **cloud-based delivery networks** to maintain quality and trust without violating user privacy.

EDUCATION

Symbiosis University	**Pune, India**
MBA: MBA in Production and Operations Management - Currently Pursuing	*2025 - 2027*
Maharaja Agrasen College	**Delhi, India**
MCA: Masters In Computer Application	*2018 - 2021*
National Institute of Information Technology (NIIT)	**Connaught Place, India**
Digital Transformation Program Java Enterprise App: Programming	*2019*
Maharaja Agrasen College	**Delhi, India**
BSC Hons: Bachelor In Mathematics	*2014 - 2017*
RKSV	**Delhi, India**
Intermediate: Science Side With Mathematics	*2013 - 2014*
RKSV	**Delhi, India**
Matriculation: General Studies	*2011 - 2012*

SKILLS

Product Management
Product Strategy, Roadmap Planning, Stakeholder Management, Cross-functional Collaboration, Backlog Management, Product Lifecycle Management, Feature Prioritization, Market Trend Analysis, Release Planning, Product Demo

UI/UX Design
UI/UX Design, Wireframing, Prototyping, Figma, Adobe XD, HTML, CSS, Visual Design

Agile Methodologies
Agile, Scrum, Sprint Planning, Backlog Grooming, Retrospectives, Task Prioritization, Sprint Execution

Testing and Development
API Testing, Cross-Browser Testing, Postman API Testing, Webhooks, Frontend & Backend Development, Staging Environments, Usability Testing (UAT)

Analtyical Tools and Miscellaneous
Power BI, Tableau, Mixpanel, Google Analytics, Excel, MySQL, Jira, JavaScript, Version Control (Git),

HOBBIES

- Passionate about **painting** and actively participating in local art exhibitions to showcase creativity.