

Priyanka Paridhi

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Portfolio : [Product Management](#)

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SKILLS

Agile, Scrum, Project Management, Jira, Asana, Slack, Figma, UX/UI, Prototyping, Mockups, Design System, Product Strategy, Product Roadmapping and Prioritization, User-Centered Design and Research, Market Research and Analysis, PRDs, A/B Testing, HTML, CSS, Bootstrap, Figma, PostgreSQL, Tableau, Communication and Collaboration.

PROFESSIONAL EXPERIENCE

Product Management & Product Designer | Plunge (Social Networking App) | Remote | 09/2024 – PRESENT

- Leading the product design and management for **Plunge**, a social networking app set to launch in January, aligning user needs with business goals.
- Designed intuitive workflows and an MVP that improved onboarding success rates by 15%, validated through usability testing with 15+ users.
- Developed a comprehensive design system, reducing inconsistencies by 35% and enabling faster feature development cycles.
- Managed the product roadmap, incorporating user insights and stakeholder priorities to deliver 5 key features ahead of schedule.
- Coordinated with cross-functional teams to ensure seamless integration between design and development, reducing deployment delays by 20%.

Product Strategy | Limurse | Remote | 08/2024 – PRESENT

- Conducted in-depth market research across 10 competitors, identifying 3 untapped growth opportunities and shaping product strategy.
- Developed a go-to-market plan that reduced launch costs by 20% while driving engagement in key customer segments.
- Secured 5 early adopters by building a customer feedback loop and refining product features to align with user needs.

Product Designer & Product Management Intern | Ransh Innovations Pvt Ltd | Remote | 06/2024 – 09/2024

- Designed a blogging platform's admin and user interfaces, enhancing usability and increasing user satisfaction by 25%.
- Built a scalable design system improving consistency and reducing design iteration time by 40%.
- Conducted user research with 20+ participants, identifying 3 critical usability issues that were resolved pre-launch to improve retention metrics.
- Collaborated with developers to reduce design-to-development discrepancies by 30%, ensuring seamless implementation of design features.

Project Coordinator | Ledure Lightings Ltd. | Noida, India | 08/2023 – 10/2024

- **Modernized project management** by customizing Wrike workflows and templates to align with PLM requirements, boosting team productivity by 80%.
- Reduced project-related errors by 90% by implementing robust error-tracking mechanisms and workflow automation.
- Designed interactive dashboards to track project KPIs, reducing manual reporting time by 12 hours per week and improving visibility into project health.
- Trained 25+ employees on new Wrike functionalities, achieving a 100% adoption rate within three months and increasing efficiency across teams.

EDUCATION

Aryabhatta Knowledge University, Patna, Bihar

Bachelor of Technology /Mechanical Engineering, December 2020

CGPA: 8.42/10.00

COURSES

- **Google Project Management Professional Certificate** | Google
- **Software Development Lifecycle Specialization** | University of Minnesota
- **Google UX Design Professional Certificate** | Google
- **Product Ideation, Design, and Management Specialization Course** | University of Maryland, College Park
- **Business Analytics Specialization** | University of Pennsylvania
- **Meta Front-End Developer Professional Certificate** | Meta
- **Google Data Analytics Professional Certificate** | Google