Pronoy Chaudhuri

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Professional Experience

Product Manager @ *LCBO/next*   Kitchener | Sept 2019 - Dec 2019

- Proposed, validated, and launched a product recommendation app in **two months,** leading a team of two developers and a designer
- Launched **two products** in pilot stores, developing new feature lists by applying a **conjoint analysis** on feedback from **40+ users**
- Resolved lack of data issue swiftly by architecting an **ETL service,** adding **1,500+** entries in **two days** from internal legacy platform
- Led **app commercialization** efforts, pitching to the **CEO** and getting **green-lit** by devising a comprehensive **go-to-market strategy**
- Validated assumptions inventively by sending **targeted market surveys** on Reddit/Instagram, getting **100+** responses in **two hours**
- Constructed **process mappings** and **system designs** to convince **VP** to keep existing reconciliation system, saving **$600K** in costs

Technology Consultant @ *Deloitte*   Toronto | Jan 2019 - Apr 2019

- Proposed and built a **Dialogflow chatbot** that lets brokers and clients collaborate on insurance filings, saving **7%** in costs per claim
- Conducted **10+** user interviews and **five** A/B tests to design a proprietary intake form that secured **two multibillion-dollar clients**
- Developed a **product requirements document** for a business intelligence API, gathering data sources for prototyping in **24 hours**
- Pitched a solution for a **multimillion-dollar** problem to senior partners, receiving build approval by presenting **personas** and **journeys**

Full Stack Developer @ *Wawanesa Insurance*   Kitchener | May 2018 - Aug 2018

- Lowered flight delay insurance payout times from **10 days** to **< two seconds** by proposing and implementing a **blockchain** solution
- Analyzed industry journals to identify **product opportunities,** presenting findings to the **CIO** and inspiring a **launched product**
- Introduced **Agile** to teammates by directing **bi-weekly sprints** and **daily stand-ups,** reducing initial project timelines by up to **15%**

Entrepreneurial Projects

Freelance Writer @ *Medium*   Waterloo | Nov 2019 – Present

- Crafted several articles on product strategy and management, startups, and blockchain technology, receiving **3,000+** views monthly
- Published frequently in The Startup, the largest and most exclusive Medium publication for writers, obtaining **150+** claps per story
- Improved LinkedIn presence by using **storytelling** and **call-to-actions** in posts, increasing article views from LinkedIn by **16%**

Leadership Experience

Director of Design @ *WATonomous*   Waterloo | Oct 2019 – Present

- Instituted a design system inspired by **Material Design,** creating uniformity between the car wrap, website, and team merchandise

Director of Technology @ *UW Blockchain Club*   Waterloo | Sept 2018 – Dec 2018

- Led **seven developers** to build a **blockchain** web app to track club attendance, creating a **24%** participation increase after launch

Director of Business Development @ *WATonomous*   Waterloo | Jan 2018 – Apr 2018

- Scoped car wrap requirements to perform a well-tailored **vendor analysis,** ultimately saving **$5,000+** for the vehicle design team

Relevant Skills

Product: Data Analytics, A/B Testing, UAT, Rapid Prototyping, User Research, Business Process Mapping, Technical System Design
Languages: JavaScript/TypeScript, C/C++, Python, Kotlin, Java, Swift, Bash
Frameworks: Angular, React, Bootstrap, Express, Git, R3 Corda, Hyperledger Fabric, Dialogflow, Elasticsearch
Services and Tools: AWS, GCP, Azure, Docker, Node, MongoDB, Redis, Figma, Zeplin, Google Analytics, Google Optimize

Education

Bachelor of Computing and Financial Management @ *University of Waterloo*   Waterloo | Sept 2017 - Apr 2022