Pronoy Chaudhuri

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Experiences

Incoming Product Manager @ *LCBO*   Remote | Sept 2020 – Dec 2020

Product Manager @ *Bidvine*   Remote | Apr 2020 – Aug 2020

- Reduced churn by **14%** and grew DAU by **6%** on mobile apps in **3 months** by prioritizing changes to suboptimal, high-use features
- Interviewed **15+** users and reviewed mobile app analytics to refresh push notifications, increasing CTR by **10%** and DAU/MAU by **4%**
- Grew profit by **7%** and lifetime value by **9%** by analyzing customer trends using **SQL** to develop a pricing model solely for new users
- Created a **roadmap** with **stories** to refactor cross-platform event tracking, reducing events by **20%** and increasing coverage by **35%**

Product Manager @ *LCBO*   Kitchener | Sept 2019 – Dec 2019

- Proposed, validated, and launched a product recommendation app in **2 months,** leading a team of 2 developers and a designer
- Launched **2 products** in pilot stores, developing new feature lists by applying a **conjoint analysis** on feedback from **40+** users
- Architected an **ETL service** to improve data assortment, adding **1,500+** entries in **2 days** from an internal legacy platform
- Devised extensive **go-to-market** strategies for internal-use apps, commercializing software and securing a **multibillion-dollar client**
- Validated assumptions inventively by sending **targeted market surveys** on Reddit/Instagram, getting **100+** responses in **2 hours**
- Proactively constructed **process mappings** and **system designs** to deliver a churn mitigation solution with **$600K** in revenue at risk

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 with **5** A/B test variants to design a proprietary intake form that secured **2 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 **2 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%**

Projects

Head of Innovation @ *Billion Moonshots*   Waterloo | Jun 2020 – Present

- Creating an accelerator program for product managers to solve global problems, such as world hunger, unemployment, and inequality

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

- Writing multiple articles on product strategy / management, startups, and blockchain technology, receiving **4,000+** views monthly

Director of Design @ *WATonomous*   Waterloo | Oct 2019 – Apr 2020

- Increased average session duration on desktop site by **8%,** leveraging **Material Design** practices and feedback from **10+** members

Skills

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

Education

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