Pronoy Chaudhuri

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Professional Experience

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

- Shipped mobile release that led to a **+2.7% in DAU** by identifying and prioritizing improvements for outdated, highly-utilized features
- Analyzed customer trends using **SQL** to establish an optimal one-time offer for new users, increasing first-week purchases by **26%**
- Created a **roadmap** and **stories** to refactor cross-platform event tracking, reducing events by **14%** and growing coverage by **60%**

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
- Architected an **ETL service** to improve data assortment, adding **1,500+** entries in **two days** from an internal legacy platform
- Developed extensive **go-to-market** strategies for internal-use apps, convincing the **CEO** and **CIO** to approve commercializations
- Validated assumptions inventively by sending **targeted market surveys** on Reddit/Instagram, getting **100+** responses in **two hours**
- Constructed **business process mappings** and **technical system designs** for several complex supply chain and traceability systems

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 | Apr 2018 – Aug 2018

- Lowered flight delay insurance payout times from **10 days** to **< two seconds** by proposing and implementing a **blockchain** solution
- Designed **Angular** web interfaces for **two** applications using **Material Design** practices, passing usability tests run on **10+** users
- 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

- Write articles on product strategy and management, startups, and blockchain technology, receiving **4,000+** views monthly
- Published frequently in The Startup, the largest and most exclusive Medium publication for writers, obtaining **150+** claps per story

Leadership Experience

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

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

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, SQL, 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