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** based on in-store user feedback
- 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 products inventively by sending **targeted market surveys** on Reddit and 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**
- Presented a product opportunity to **senior partners** and **received approval** using evidence from crafted **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 Efforts

Freelance Writer @ Medium
Waterloo | Nov 2019 – Present

- Crafted several articles on product strategy and management, startups, and blockchain technology, receiving **2,000+** views monthly
- Published frequently on 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

Technical Lead @ UW Product Management Club
Waterloo | Oct 2019 – Present

- Remodelled the club website using **Zeplin** after conducting a **competitive analysis,** unanimously passing all user acceptance tests

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

- Led **7 developers** to build a **blockchain** web app to track club attendance, creating a **24%** participation increase after launch

Director of Sponsorship @ WATonomous
Waterloo | Jan 2018 – Apr 2018

- Performed a **market analysis** to determine suitable car wrap vendors, saving **$5,000+** for the autonomous 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