

# RAJENDRA KAWALE

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## CAREER SUMMARY

### Product Manager | Technical Product Manager | Senior Product Manager

- An **entrepreneurial and data-driven** product manager, with **3+ years of experience** in launching and scaling innovative solutions for the e-commerce, agri-tech, fashion, supply chain, and luxury sectors. I **leverage user-centric approaches** and conduct qualitative and quantitative research to identify customer **pain points and build tech solutions** that create value for users and stakeholders.
- **Led cross-functional teams** including developers, QA, design, sales, CRM, and marketing to deliver multiple innovative products in the product roadmap. With exceptional **problem-solving skills** in identifying and resolving challenges and conflict during the product development lifecycle
- Designed and delivered **user-friendly, intuitive UI/UX designs** for various products, enhancing the user experience and usability. Utilized **analytics and metrics to evaluate product** performance, user satisfaction, and business impact.
- Executed **hands-on web experience** in designing, developing, and **launching personal websites** with the help of ChatGPT and using react.js, node.js, Strapi, REST API, client-side rendering, and Postgres SQL. Increased traffic by SEO.

*“Raj is a passionate and resourceful product manager. During his time at PM School, I observed his exceptional problem-solving abilities and his courage to challenge conventional wisdom. He's open to feedback and constantly strives for self-improvement. I believe Raj has the potential to excel in any product management role and would be a valuable addition to any team”- Nikunj Sharma, Founder at PM School | Former Swiggy, Games24x7 Senior Product Manager*

## AREA OF EXPERTISE

Product Management | Product Development | Data Analysis | Agile Methodologies | Srum | Analytical Skills | SQL | Cross-functional Team Collaboration | Strategic Thinking | Market Research | Communication | UX / UI Design | Product Launch | Business Analysis | Product Marketing | Software Development Lifecycle | Analytics | Leadership | Project Management | Competitive Analysis | Data-Driven Insights | Critical Thinking | Tech Stack

## PROFESSIONAL EXPERIENCE

**Purple Style Labs, Mumbai, Maharashtra** **June 2022 - Present**  
**Associate Product Manager**

As the product manager for the PSL marketplace platform, led the end-to-end buyer experience and improved the user funnel from discovery to post-purchase. Conducted user research, validated and prioritized features, performed business analysis, wireframed and made recommendations on which new technologies to invest in or leverage, created a product roadmap, defined user stories, and delivered MVPs in an agile environment. Collaborated with other teams to deliver the solution and measured product performance using data and user feedback.

- Analyzed website traffic performance using Google Analytics and **improved monthly visitors** from 80K to 150K by optimizing landing pages, SEO, interlinking web pages, meta, and content.
- Designed and developed a geolocation-based web design, after conducting a thorough user and business analysis, that **increased product discovery** by 100% and **user activation** by 10% using Akamai technologies and Algolia AI search.
- Redesigned the UI/UX of the website, m-site, and app based on the feedback and behavior of the users, which was collected from various sources such as Hotjar, GA4, CRM team, sales team, and user interviews. This improved the user **engagement** by 54%. Used Vue.js to develop the m-site, React.js for the desktop version, and hybrid technology for the app.
- Analyzed international market spending patterns and trends and offered location-based discounts to customers. Worked closely with the sales and marketing team to execute this strategy, which increased monthly **revenue from discounts** by 40%. Performed data extraction, transformation, and loading from various sources using SQL queries. This gave us a business competitive advantage.
- Led the launch of **over 20+ B2B products** by gathering requirements from account managers and clients, and developing consolidated Node.js APIs from multiple repositories to individual repositories, resulting in a **significant reduction of development time** from days to hours.

**The Luxury Closet, Dubai, UAE (Remote)** **Nov 2021 - May 2022**  
**Product management**

As a product manager for WMS and PO systems, executed a product roadmap that improved operational efficiency and user workflows within the organization. Gathered requirements from stakeholders, wrote PRDs and ensured alignment of expectations. Used agile methodologies, SQL, Excel, and JIRA to deliver solutions that reduced stock errors, saved time, and lowered costs, also conducted product research and competitive analysis to create innovative solutions.

- Collaborated and Communication with engineering, QA, and senior business management teams to refine existing process flows using product requirements document (PRD) and JIRA tickets for internal products and increased **operational efficiency** by 20%.
- Refined the Bad Data (using SQL Queries)and reports download feature resulting in a 20% **reduction in operation time** and a data transformation.
- Conducted product research and competitive analysis with senior PM and devised a custom duty solution that leveraged DHL API to optimize the import tax workflow, resulting in **monthly cost savings** of over USD 2500.

**Madhav Farm, Kopargaon, Maharashtra** **June 2019 - Seb 2021**  
**Founder and Product Head**

Founded and led Madhav Farm, an online marketplace platform that enables farmers to sell fresh vegetables and fruits directly to sellers and customers in Kopargoan and Shirdi. Conduct market research, develop product and marketing strategies, manage a diverse team, pitch to investors, and oversee the company’s operations and growth.

- Conducted 200+ client interviews to identify market gaps and competitive edges for the Madhav Farm product platform, increasing **revenue** from INR 52 per day to 60,000+ INR monthly.
- Pitch the business idea to multiple investors and secure **1.5 Lac INR funding and incubation** from the Sanjvani Group of Institutes.
- Built and **managed** an 8-person team from diverse backgrounds for the Madhav Farm, aligning them with its vision and goals.
- Launched the MVP web using HTML, CSS, and JavaScript and app platform for customer and seller respectively, **engaging** 100+ customers with the app and website.

## EDUCATION

**Sanjivani College of Engineering, Savitribai Phule Pune University, Kopargaon, India** **June 2016 - Nov 2020**  
Bachelor of Engineering(BE) in Mechanical Engineering

CERTIFICATIONS

Product Management Cohort - **PM School** | Everything About Entrepreneurship - **Bada Business** | Tech Talk for Non-Developers | Advanced Product Management: Vision, Strategy, and Metric - **Udemy** | Foundation of Project Management - **Google Coursera** | Generative AI for Product Managers - **Linkedin**

LEADERSHIP EXPERIENCE

**Purple Style Labs** June 2022 - Present  
**Managed** a cross-functional **Tech** team of 11 members, comprising 3 backend developers, 4 frontend developers, 2 QA engineers, and 2 hybrid app developers, in successfully delivering and launching multiple projects.

**Sanjivani College of Engineering** June 2016 - Nov 2020

- **Initiated** and led the Positive Mental Health Group, a student-led initiative that raised mental health awareness among 100+ peers through creative campaigns and activities.
- Founded a pioneering college startup, a social enterprise that tackled the urgent issues of farmer supply chain management, and expanded the team to 8 **committed members**.

**College Ambassador: CELL - IIT Bombay** 2021 - 2022

- **Fostered a culture of entrepreneurship** among 200+ students on a vibrant campus, inspiring them to pursue innovative ideas.

INTEREST

Reading | Gym | Mindfulness Meditation | Psychology | Writing | Technology | Business | Entrepreneurship | Traveling