

RAJENDRA KAWALE

Mumbai, India | rajendrakawale101@gmail.com | +91 9370333489 | [LinkedIn](#) | [Portfolio](#)

PROFESSIONAL EXPERIENCE

Associate Product Manager | Purple Style Labs

Mumbai, Maharashtra | June 2022 - Present

Executed a user-centric and data-driven product strategy from idea to launch, boosting website and app performance. Increased **traffic** by 50%, **engagement** by 54%, and **retention** by 30% by conducting user and market research, data analysis, and wireframing. Validated and prioritized features using data and user feedback. Measured product impact using metrics and tools

- Redesigned 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 interview. This improved the user **engagement** by 54%. Used Vue to develop the m-site, React for the desktop version, and hybrid technology for the app
- Developed geolocation-based web design to boost **product discovery** by 100% via listing page, homepage, PDP, and search and collaborated with sales and marketing team to achieve **sales** by 40%. Leveraged Akamai to provide location-based services.
- 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.

Product Management | The Luxury Closet

Dubai, UAE (Remote) | Nov 2021 - May 2022

Led the development and deployment of WMS, PO, and RTS that enhanced operational efficiency by lowering **stock errors** by 80% and **saving** over 20 hours per week using agile methodology and RICE framework.

- Enhanced and streamlined existing process flows with final product development by engineering and QA teams using PRD and JIRA tickets and increased **operational efficiency** by 20% using Scrum and Lean principles
- Refined the Bad Data and CSV Download feature using SQL, Excel, and Power BI, resulting in an 80% **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

Strategy Analysis | Ninjacart

Bangalore, Karnataka | April 2021 - Sep 2021

Delivered better **customer experience**, **product performance**, and **sourcing efficiency** in the vegetable and fruit by **visiting** sellers, collaborating with cross-functional teams, and implementing innovative solutions.

- Visited 10 users daily, understood their **pain points**, and reported and brainstormed solutions with the strategy director to increase **customer satisfaction**.
- Collaborated with product, engineering, and sales teams to develop and implement the time allocation feature, boosting successful **delivery rates** by 30%.
- Managed** the sourcing and delivery of vegetables and fruits to Flipkart, ensuring quality standards and **negotiating** better deals with the sellers in the market

Founder and CEO | Madhav Farm

Kopergaon, Maharashtra | June 2019 - Feb 2021

Founded and led Madhav Farm, a startup that solved the vegetable and fruit supply chain problem, securing 1.5 Lac INR **funding** and **incubation** from the Sanjivani Group of Institutes.

- Conducted 200+ **client interviews** to identify market gaps and competitive edges, increasing **revenue** from INR 52 per day to 60,000+ INR per month and **customer satisfaction** by 10%.
- Built** and **managed** an 8-person team from diverse backgrounds, aligning them with the company's vision and goals.

EDUCATION

Sanjivani College of Engineering, Savitribai Phule Pune University, Kopergaon, India

Bachelor of Engineering(BE) in Mechanical Engineering | 2016 - 2020

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**

Skills: User Research | Data Analysis | UI/UX Design | SQL | System Design | Cross-functional Collaboration | Product Development | Product Launch | Product Optimization | Market Research | Business Analysis | Validation | Analytics | Leadership | Software development lifecycle | Git workflow | communication

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 delivering and launching multiple projects successfully

Sanjivani College of Engineering | 2016 - 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 eight **committed members**

College Ambassador: CELL - IIT Bombay | 2020 - 2021

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

Interests: Reading | Gym | Mindfulness Meditation | Psychology | Writing | Technology | Business | Entrepreneurship