RAJENDRA KAWALE

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CAREER SUMMARY

Product Manager | Technical Product Manager | Senior Product Manager

- An **entrepreneurial and data-driven product manager**, with over 3+ years of experience in ideation to launch in e-commerce, agri-tech, fashion, supply chain, and luxurious products using **user-centric approaches and tech solutions.**
- Led cross-functional teams and **executed innovative product strategies and meticulous project plans.** Demonstrated exceptional problem-solving skills in identifying and **resolving challenges** during the product development lifecycle.
- Designed and delivered **user-friendly**, intuitive, and attractive UI/UX for various products. Used **analytics** and **metrics** to measure product performance, user satisfaction, and business impact.

*"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 | User Experience (UX) | User Interface (UI) | Product Launch | Business Analysis | Product Marketing | Software Development Lifecycle | Analytics | Leadership | Project Management | Competitive Analysis | Data-Driven Insights | Critical Thinking |Balsmiq

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PROFESSIONAL EXPERIENCE

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

As a product manager for the PSL marketplace platform, I lead product strategy development by conducting user studies, market analysis, data analysis, and wireframing. I collaborate with the developers, QA, sales, marketing, and internal stakeholders to deliver the solution and measure its performance using data and user feedback.

- Executed a user-centric and data-driven product strategy from idea to launch by conducting user research, validated and prioritized features, business analysis, and third-party tools integration, which **increased monthly visitors** from 80K to 150K (+87.5%), and **retention** by 30%.
- Redesigned the UI/UX of the website, m-site, and app for platform products 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.
- Developed geolocation-based web design to **boost product discovery** by 100% via listing page, homepage, PDP, and search. Conducted user studies, market analysis, and competitive analysis to understand the platform and business needs and collaborated with the sales and marketing team to achieve **sales** by 20%. 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.

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

Developing and deploying product roadmap features that enhance operational efficiency and optimize workflows for internal stakeholder products. I use Agile Methodologies, RICE framework, SQL, Excel, and JIRA to deliver solutions that lower stock errors, save time, and reduce costs. I also conduct product research and competitive analysis to devise innovative solutions that leverage external APIs.

- 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 Querries)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

Ninjacart, Bangalore, Karnataka   **April 2021 - Sep, 2021**
Team Lead - Business Strategy

Create and implement innovative and effective strategies to help the company achieve its goals and satisfy its customers. I research and analyze the market, work with cross-functional teams, measure and evaluate the outcomes of strategies, and propose and execute improvements and innovations.

- Collaborated with product, engineering, and sales teams to analyze delivery failure issues and implement the time allocation feature for B2B products, **boosting successful delivery rates** by 30%.
- Delivered **better customer experience, product performance, and sourcing efficiency** in the vegetable and fruit by Visiting 10 users daily, understanding their pain points, and reported and brainstorming solutions with the strategy director for new product ideas.
- Managed the sourcing and delivery of vegetables and fruits to Flipkart, ensuring quality standards and **negotiating** better deals with the sellers in the market.

Madhav Farm, Kopargaon, Maharashtra   **June 2019 - Feb, 2021**
Founder and CEO

Founded and led Madhav Farm, an online platform that delivers fresh, quality, and affordable vegetables and fruits to customers in Kopargoan and Shirdi. I conduct market research, develop product strategy 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 initial MVP web and app platform for customer and seller respectively, **engaging over 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**

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 **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 eight **committed members**

INTEREST

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