

RASHMI SHUKLA

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PROFESSIONAL EXPERIENCE

Product Manager	Tracxn Technologies Private Limited, Bengaluru	Apr'19 - Present
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- Own the discovery and search experience - Improved the search experience through continuous product improvement (launched features like bookmark queries, update alerts, recommendations). Improved the click-through rates (North Star metric) by **~12%**.
- Architected and developed a Data-Abuse Management System - Implemented rate limiting on resources and restricted account sharing cases through different abuse control mechanisms.
- Designed roadmap and strategized 'Investor's speak' product - a social media-like platform for the investors/funds to interact with each other.
- Currently, working on setting up the self-checkout service, which will enable users to subscribe and pay for different plans and features. This includes handling of subscriptions, billing, contracts and has integration with payment gateway - Stripe for recurring payments. This service will reduce manual intervention (manhours) **by ~65%**.

Associate Product Manager	Tracxn Technologies Private Limited, Bengaluru	Sep'18 - Mar'19
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- Improved engagement on the "Dashboard" product **by 53%** - Launched various variants of the dashboard like Sector-watch, Portfolio Tracker, Sourcing Tracker, etc.
- Created internal tools for teams (Business Development, Customer Success, Finance) based on their business requirements. These tools have helped the teams in improving their workflow, conversations with the customers and resource management.
- Worked closely with the design and engineering teams to develop detailed functional specs, designs, and wireframes for different product features.

Program Manager	Schneider Electric Private Limited, Bengaluru <i>Customer Success & Quality Team</i>	Jul'16 - Aug'18
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- Reduced the non-quality costs (waste costs) **by 6%** by running multiple projects across manufacturing plants in India.
- Created overall specifications for a digital audit tool in collaboration with a third party service. Deployed this tool single-handedly across **12** supply chain entities in Schneider-Electric India.
- Worked on data warehousing for ETL. Architected and implemented a solution to trigger SQL jobs, SSIS packages and to send automated emails to internal, global teams and external suppliers - Reduced manhours by **80%** (25 hrs/month to 5 hrs/month)

Research Intern	Indian Institute of Technology, Kanpur <i>Power Research Laboratory</i>	May'15 - Jul'15
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- Worked on creating a method for determining the age of electrolytic capacitors by accelerating their aging.
- The proposed method reduces the experiment time from **~250 hours** to **~35 hours**.
- The work was published at National Power Electronics Conference, IIT Bombay ([Paper link](#))

EDUCATION

B.Tech, Electrical Engineering	National Institute of Technology, Durgapur	Jul'12 - Jun'16
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- GPA: 8.88/10.00 (**Top 10** in the batch of 100 students)

SKILLS

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- Ideation, Product management, Product design, User experience, User interface design, Wireframing, Prototyping, UI development.

EXTRA-CURRICULAR ACTIVITIES

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- Core Member at Enteract, Dramatics Club of NIT Durgapur, won 2nd prize in Street Play at IIT Kharagpur and 3rd at IIMC.
 - Write and publish short poems on [Medium](#).
 - Connecting awesome product managers [@theproductfolks](#)