

RASHMI SHUKLA

+91 9845589272

beingrashnull.github.io

[Linkedin](#) | [Medium](#) | [Twitter](#)

rashmishukla1893@gmail.com

PROFESSIONAL EXPERIENCE

Product Manager

[Tracxn](#), Bengaluru

Apr'19 - Present

Sequoia & Accel funded startup, Tracxn is a market intelligence platform that helps top VCs and Strategy & Innovation Teams at top companies spot market trends and track disruption

- Own the discovery and search experience - Improved the search experience through continuous product improvement (launched features like bookmark queries, update alerts, recommendations). **Improved the north star metric by ~12%.**
- **Controlled** access abuse cases **by ~80%**. Architected Data-Abuse Management System - Implemented rate limiting on resources and restricted account sharing cases.
- **Designed roadmap and strategized** 'Investor's speak' product - an ecosystem for the investors/funds to share their thoughts.
- Developed a personal **CRM** product that is used by users for organizing their workflow.
- 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](#), Bengaluru

Sep'18 - Mar'19

- 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.
- Worked closely with the design and engineering teams to develop detailed functional specs, designs, and wireframes for different product features.

Program Manager

[Schneider Electric](#), Bengaluru

Jul'16 - Aug'18

Customer Success & Quality Team

- **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

May'15 - Jul'15

Power Research Laboratory

- 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 & COURSES

- B.Tech, Electrical Engineering, National Institute of Technology, Durgapur (Jul'12 - Jun'16)
GPA: 8.88/10.00 (**Top 10** in the batch of 100 students)
- Human Computer Interaction by University of California San Diego offered by Coursera.

SKILLS

- Ideation, Product management, Product design, Product Analytics, Google Analytics, SQL, UI development, HTML, CSS, Javascript, C++, User experience, User interface design, Wireframing, Prototyping, Fligma, Invision

ACTIVITIES

- Write short [poems](#) and [blogs](#) on [Medium](#) - Aiming to publish weekly newsletter in coming months.
- Connecting awesome product managers [@theproductfolks](#).
- Writer and Street play actor at Enteract, Dramatics Club of NIT Durgapur, won 2nd prize in Street Play at IIT Kharagpur and 3rd at IIMC.