

RIDHI JOSHI

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WORK EXPERIENCE

Internet Brands, Los Angeles, CA

Nov 2020- Present

Technical Product Manager

- Led the engineering and product team for doityourself, a home improvement website, helping 1.2 million people to build and renovate their homes.
- Collaborated with engineering, UX design and analytics team to drive the product roadmap and improve the page views by 5%.
- Used data-driven analysis to identify key improvements and gaps in the home vertical websites and improved the website performance by 20%.
- Collaborated with cross-functional teams to bridge the gap between business and technology and convert business use cases to technical requirements.
- Launched the iOS and Android apps for Model Mayhem, helping models and photographers build a strong community and find their next gig.
- Ran A/B tests and experimentation to launch successful features, improving the clickthrough rate (CTR) by 15%.
- Gathered user requirements, defined KPIs and collaborated with UX designers, improving the user experience by 20%.

Overly, New York, NY

Apr 2020- Oct 2020

Product Manager

- Created Product Requirements Document (PRD) to communicate Overly's product vision and strategy with the internal and external stakeholders.
- Led the user research by creating surveys and interviewing the primary stakeholders to identify customer needs and pain points.
- Improved product launch time by 30% by prioritizing the features and grooming the product backlog.
- Converted business requirements to user stories and improved the quality of product by 60% by performing User Acceptance Testing (UAT).

Hoylu Inc, Kirkland, WA

Jun 2019- Sep 2019

Product Manager Intern

- Improved conversion rate of onboarding by 30% by running user research to identify user pain points and proposing re-designed onboarding flow.
- Conducted competitive analysis and came up with the product market strategy to integrate tools such as Canvas with Hoylu SaaS product for education vertical, increasing revenue by 25%.
- Worked on prioritization of features and suggested product enhancements to improve the user experience by 20%.
- Created user personas for a marketing campaign and developed product roadmaps, defining the touchpoints to improve the user experience by 15%.
- Improved decision making by 10% by performing A/B testing on the website to understand user behavior and validate product decisions.
- Owled the product backlog by structuring the product backlog, choosing sprint goals and ensuring clarity, testability and feasibility.

OnMobile Global Limited, Bangalore, KA

May 2017-July 2018

Associate Product Manager

- Met with stakeholders to gather and define requirements, convert requirements into development tickets and prioritize tickets using JIRA for Engineering team.
- Identified and created product requirements, drafted tickets and performed testing to confirm that developed features meet success criteria.
- Created detailed project plans including project timelines, risk management plan and test cases for product features.
- Collaborated with cross-functional teams to take an idea from inception to successful project launch.
- Developed the automation framework for iOS and Android mobile app testing using Appium and Java, improving the test coverage by 90%.
- Conducted user research and defined metrics to measure the success of the product, increasing customer experience by 10%.

July Systems (acquired by Cisco), Bangalore, KA.

Mar 2014- May 2017

Software Engineer

- Led and managed an automation testing team to automate and improve the quality of a food delivery mobile application leveraged by 18.41 million users.
- Created Sprint test plan, developed test strategy and executed functional tests to launch high-quality consumer apps for iOS and Android platforms.

EDUCATION

University of Washington, Seattle

Sep 2018- Jun 2020

Master of Science (MS) in Information Management; Major: User Experience

Manipal University, India

Master of Science (MS) in Computer and Information Science

Jan 2012- Jan 2014

Uttarakhand Technical University, India

Bachelor of Science (BS) in Electrical and Computer Engineering

Aug 2007- Jul 2011

PROJECTS

Career Coach, Mobile app that helps introverts ace networking at career fairs

- Led User Research to identify user needs, designed and iterated user flows and navigation using Sketch.
- Created digital mockups and performed rapid prototyping using tools such as Invision and Figma.
- Worked on multiple design iterations to improve the color, typography and UX writing, improving the accessibility by 40%.

AWARDS AND EXTRA-CURRICULAR

- Was awarded the William E Henry scholarship by the University of Washington. This scholarship is awarded to top three students every year for demonstrating leadership qualities in class.
- Founder of the Product Management club at the University of Washington.
- Part of the iMentorship program at the University of Washington, where I mentor girls to break into product design and management roles.

SKILLS

Project Management: Agile, SCRUM, Kanban, Jira, Asana, Confluence, MS Word, MS Excel

UX design and Research: User interviews, Surveys, Sketch, Figma, Invision, Tableau, Marvel, Usability testing, Design Thinking

Programming languages: HTML5, CSS3, Python, Java, SQL