

Ishita Mehta



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Ahmedabad, India



[LinkedIn](#)



[Blog link](#)

ABOUT MYSELF

If I were asked to give a synonym of quality, I would say "simplicity"

With around 2.5 years of experience as a pm., I have closely worked with design, development and QA team on several products. I believe that efficiency and motivation are the most important inputs to give for achieving success.

KEY SKILLS

- Designing functional flow
- Content writing
- Agile
- PRD,
- GTM
- Reports
- Project management
- QA
- Data Analytics (Intermediate)
- UX research
- Wireframing

EDUCATION

BSC Information Systems and Management
Manipal University (MAHE) Dubai (CGPA: 9.85/10)
2015-2018

High School Diploma
Dhahran High School (ISG), KSA (CGPA: 3.95/4.0)
2012-2015

CERTIFICATIONS

Product Management Certification (Duke University-Upgrad) (Feb, 2021)

User Experience Design Fundamentals (May 22, 2020)

Google Analytics for Beginners (Apr 25, 2019)

Product Management 101 (Jan 2020)

Introduction to Web and eCommerce experience design (Mar 2019)

Certificate of Training for Advanced Excel (Nov 2017)

EXPERIENCE

Product Manager

AayWorks / Rajasthan, India (remotely) / Aug. 2021- Aug 2022 (remote)

- I am working with the product team on a mobile app that connects blue collar workers with employers
 - Manage the development and design projects
 - Look into the data analytical tools + user interviews and identify pain points/ opportunities
 - Assist senior designer with UX related work
 - Carry out r&d
 - Ideation based on the market and user research

Product Management Intern

Alphadynamic /Gurgaon, India / Jan, 2021 – Feb 2021 (remote)

- Redesigning key webpages such as pricing
- Identifying and proposing UX changes to enhance experience
- Wrote content for some of the blogs

Product Manager Jr.

The Workshore PVT Limited / Ahmedabad, India / Nov. 2018 – Mar 2020

- I primarily worked with the team on developing and maintaining b2b online store
 - Ensured smooth communication between teams
 - Monitoring key metrics such as online retention rate and conversion rate for third party orders
 - Developed roadmaps and prioritized with team
 - Creating detailed documentation for projects
 - Assisted UI/UX designer with design research
 - Analyzed customer complaints and helped figure best solutions
 - Closely worked with QA team and delivered reports according
 - Assisted project manager with redesign and redevelopment
- I have also worked on blog writing for The Workshore website with focus on offshore development and customer experience

A R E A S O F I N T E R E S T

- Work with the user experience team to enhance customer journey
- Work with the data analysis team to make data driven decisions

R E F E R E N C E S

James Darbar, CEO of The Workshore,
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H O B B I E S

- Writing Poetry
- Reading books on positivity and creativity
- Listening to music