

# Siddhant Misra

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Product Manager with 8+ years of experience developing, launching, and optimizing mobile and web products to align with customer needs and business objectives. Skilled in directing entire product lifecycles, from ideation to market launch, and driving product roadmaps that enhance user experiences and drive revenue growth. Successful at utilizing data analytics to inform decision-making, collaborating with stakeholders, and delivering innovative solutions in fast-paced environments. Excellent at identifying market opportunities, conducting user research, and executing go-to-market strategies to achieve business goals.

## Core Competencies

Product Strategy & Management | Agile Methods | Roadmap Design | Data Analytics | Software Development | Testing  
Feature Development | User Research | User Experience / User Interface Design | Mobile & Web Development

## PROFESSIONAL EXPERIENCE

*Stealth Startup* | Remote

June 2024 to Present

### Product Manager

- Spearhead product development and strategy to align with business goals and user needs
- Direct cross-functional teams and foster communication between technical and non-technical stakeholders to meet project objectives
- Develop product roadmaps and utilize Agile/Scrum methods to prioritize features based on market trends and customer feedback
- Performed competitive analysis and market research to uncover opportunities for innovation and strategic business development, positioning products for increased market relevance and growth

*Inhance Digital* | Los Angeles, CA

October 2020 to November 2023

### Product Manager

- Developed and executed comprehensive product strategies for multiple virtual experiences, guiding cross-functional team from concept to launch for a diverse client base
- Increased user engagement by 40% and contributed to a 20% rise in company revenue over two fiscal quarters due to innovative product development
- Leveraged insights from Looker Studio and GA4 to enhance user experience and optimize product performance, boosting revenue by 30% MoM
- Reduced loading times by 60% through collaborative efforts with engineering teams to eliminate bottlenecks
- Created and applied product roadmap for First Responders mobile application, aligning feature prioritization with emergency response needs
- Applied Agile principles to switch company from ReactJS to HTML based systems for faster load times and easier operations
- Authored constructed proof of concepts to effectively communicate product requirements to stakeholders

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October 2020 to November 2023

### Full Stack Engineer

- Designed and developed a mobile (iOS/Android) app with Socket.io, cutting manual triaging by 30%
- Engineered an interactive dashboard for real-time data tracking and improved response coordination
- Implemented web accessibility improvements across multiple virtual experiences, ensuring compliance with ADA/WCAG standards, which enhanced user inclusivity and improved overall engagement by 15%
- Engineered and revamped multiple Content Management Systems (CMS) for various clients, optimizing architecture and workflows, which boosted efficiency and contributed to a 15% increase in revenue
- Leveraged HIPAA expertise to educate cross-functional teams on incorporating HIPAA compliance in products handling EHR data and PII, ensuring data security and regulatory adherence

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**Web Developer**

- Revamped company website with a modern interface, resulting in a 25% increase in client acquisition
- Applied user data to improve user experience by simplifying navigation paths for users, resulting in a 15% increase in feature engagement
- Provided data-driven recommendations using Google Analytics, enhancing decision-making processes and driving product improvements by 30% thus increasing revenue 20%
- Optimized website architecture and content by implementing SEO-friendly features, login APIs, and user authentication systems, significantly improving search rankings and user engagement
- Negotiated with vendors, resulting in a 20% reduction in hosting expenses by aligning deals with project goals and resource availability

**Full Stack Engineer**

- Architected features for a job board and e-commerce platform, ensuring seamless UI/UX and integration with Mailchimp for newsletters and payment gateways
- Implemented performance optimization strategies, reducing load times by 30% and increasing website traffic by 20%
- Built and executed product roadmap, leveraging priorities with business goals to achieve improved project clarity and successful feature releases

**Software Developer**

- Analyzed user feedback and website traffic to identify areas of improvement, leading to a 60% increase in traffic and 25% boost in retention through prioritized feature development
- Designed and implemented website features, including login APIs and user authentication systems, enhancing security and user experience
- Coordinated with CEO to assess client needs and onboard new clients, ensuring customized solutions to support long-term partnerships

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## TECHNICAL TOOLS

Figma, Asana, JIRA ,Adobe Suite, TypeScript, TSOA, JavaScript, API Integration, ReactJS, VueJS, Swift, iOS  
Android, NodeJS, Google Cloud, Google Analytics, Google Tag Manager, Looker Studio

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## EDUCATION

**Master of Science in Computer Science**, New York Institute of Technology

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