

JAFAR MAPARA

B.E. (Computer Science) • Certified SAFe® 5 Product Owner/ Product Manager

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To apply my skills blended with my commitment and passion to consistently develop myself through experience to solve complex business problems and deliver value-driven solutions for social upliftment and business innovation. Diligent Project Managing experience, including product roadmap development, market research, and data analysis. Skilled in identifying opportunities to maximize revenue. Driven and strategic with proven history of superior market penetration and product launch process. I am a go-to person for turning data into app-based products.

WORK EXPERIENCE

Product Manager

July 2022 – Present

Jio Platforms Limited, Navi Mumbai, India

- I have handled the development from scratch of the Content Aggregator Functionality of JioTV which currently has a **DAU base of 50+ million**.
- Managed cross-functional teams to move the north star metric for business and experience for millions of users.
- Led integrations of **8+** third-party **content partners/OTTs** for JioTV.
- Built an understanding of the **Kibana, Azure DevOps**, and multiple other tools for managing product development lifecycle.
- Applied **Agile methodology** to deliver the results quickly in an efficient way to meet the market requirements.

Associate Product Manager

May 2021 – June 2022

Impact Guru Technology Ventures Pvt Ltd, Mumbai, India

- Handled the development of a product aligned with a business function that basically sees compliance and ensured the development of safety standards & regulations. along with creating the overall communication infrastructure in the organization.
- Led a **team of 5** development engineers, QA, Analyst, and Product professionals in all phases of the development lifecycle from requirement gathering -> creating solutions -> making test cases -> QA -> launch.
- Managed Ideation to create an automated flow for Trust & Safety Business function enabling to reduce TAT from **2 days to just 0.5 days** for a lead verification.
- I lead the development of an overall Notification infrastructure for inter-team communication and achieved a success rate of SMS delivery from **83% to 95%** ensuring a seamless process.

Product Manager

January 2020 – June 2020

Ghosh Technology Pvt. Ltd., Mumbai, India

- Handled the development of a Product named Grouple, a platform that is basically creating an online experience for groups by curating unique performances by talented artists.
- Led the whole product development cycle using **Agile Methodology**.
- Thrived in a fast-paced, highly-adept team of Grouple to develop and prioritize product features and build a **product roadmap**
- Developed product documentation to communicate and align key components of upcoming features and products to internal teams.

Product Lead & Co-Founder

September 2017 – December 2019

Visioniks Solutions Pvt. Ltd., Navi Mumbai, India

- I incorporated this company in my college days and started working on the first product.
- I successfully handled the operations of the company and managed to develop a team of 5.
- We collected more than **10k+** user data in just a few months and have analyzed the same for the development of our new features to enhance the customer experience.
- Under my leadership, we successfully developed an app and our portal which was launched in the market and we managed to achieve lots of milestones:
 - 1) Completed around **8000 orders in the initial 4 months** in proof of concept.
 - 2) Reached app downloads of more than **1000+** within 4 months without spending on marketing.
 - 3) Got an offer for acquisition from one of the well-funded startups.

EDUCATION

University of Mumbai, Mumbai, India

Vishwaniketan iMEET, Bachelor of Engineering — Computer Science

SKILLS

Techniques: Agile, Waterfall, Risk Mitigation Plan, Critical Thinking, Google Analytics.

Tools and Frameworks: Jira, Azure DevOps, Figma, Balsamiq, Databases (MySQL), Miro.

ACHIEVEMENTS

- Have published a **patent "IDENTITY MANAGEMENT SYSTEM (IMS) BASED ON FINGERPRINT, FACE, IRIS RECOGNITION"** (Application No.201821014034 A).
- Completed Project - **Heart rate monitor@ International Technological University**, San Jose, California, USA
- Completed Project - **Stroke Detection Using UWB radar imaging @ Tor Vergata University**, Rome, Italy
- Completed training and got certified as **SAFe® 5 Product Owner/ Product Manager**
- Successfully completed a Project Management course on Coursera from the University of Virginia, USA
- Presented research paper - Making of artificial brain and tissues.
- Was a finalist in @ IWIE GWS summit 2015, Hyderabad, India