ABHISHEK CHOUDHARY

abc.workbox@gmail.com | +91-8377889619 | abhishekchoudhary.com

PROFESSIONAL EXPERIENCE

BrowserStack – Infrastructure-on-demand SaaS platform for website and app testing on real devices   (Nov '19 – present)
Led 5 squads and 30+ developers under BrowserStack's automated website testing product for the web – 'Automate'
<u>Senior Product Manager</u>
- **Product lead for Open-Source Initiatives** – strategy for open-source product development, partnerships, and acquisitions.
- Managed **iconic open-source projects** like NightwatchJS and Selenium, developing **next-gen software testing experiences**.
- **Spearheaded new business lines** from 0-to-1 for new frameworks like Puppeteer, Playwright, and Cypress. Owned primary / secondary research, roadmap, and user onboarding to ensure success at launch and unlock **>$50M/year in future revenue**.
- **Owner of performance, stability, and customer satisfaction** roadmap for 'Automate' – **orchestrated a 10% leap in NPS** over 12 months with projects identified from a mix of rigourous analysis and anecdata.

Amazon – The world's foremost e-commerce company   (Mar '16 – Aug '19)
Goal and project planning for Product 'Detail Page; system design and development; peer and intern mentorship
<u>Product Manager</u>
- Product owner for the Detail Page and scrum master for the "Website Platform and Performance" group. Groomed **quarterly, yearly, and 3-year backlogs** aiding **delivery speed and predictability**.
- Identified, evangelized, and spearheaded the eventual adoption of a new company-wide goal of reducing "failed customer interactions" due to transmission latency on Detail Page – an **estimated return of >$100 million/yr over the next decade**.
- Led planning for **5-year UX strategy for 'the next billion' users** as a part of Amazon's goal to expand into developing countries, with a focus on **improved site accessibility for low-end devices and poor networks**.
- Analyzed user engagement to **bring a new Add-to-Cart experience** to market to **improve CX and enhance upsell options**.
<u>Software Engineer</u>
- Designated "scale expert", **led worldwide operations among 200+ teams** for Prime Day, Black Friday, and Christmas sales.
- Extended caching architecture to **improve page load times by 28%**, enabling **annual savings of $500K in computing costs**.

PressPlay – Sequoia-funded early stage OTT travel entertainment startup   (Jan '15 – Mar '16)
Early engineering hire; led 10 people; oversaw hardware and software for an IoT product; delivered technical and business goals
- Product owner and scrum master. Led creation of the advertising platform that **enabled first revenues and Series A funding**.
- Built systems and designed processes to allow **automation of inventory management** and **annual savings of $100K**.

Zomato – Online food ordering, restaurant search, and advertising startup   (Jun '14 – Jan '15)
Software Engineer; owned payment and advertising infrastructure; intern mentorship and general advice
- Developed payment and subscription architecture for 'Zomato for Business'. Product **increased revenue by 10% at launch**.
- Built a performant back-end for the native advertising platform, **enabling 10X data collection without impacting latency**.

INTERNSHIPS
Google Summer of Code / **Mozilla Firefox** (2013) – browser analytics visualization; **Shufflr** (2012) – service availability analytics

EDUCATION

SRM University, Chennai   (Jul '10 – May '14)
Bachelor's in Computer Science Engineering (CGPA of 8.7 on 10)
- **Student Head for the fundraising and vendor relations committee** for "Rubaroo", the annual cultural festival.
- **Board member for college debate and quiz clubs**, organizing monthly meetups and competitions, with **100+ members** each.

PERSONAL PROFILE AND OTHER ACHIEVEMENTS

- **Guest author** on emerging technical trends for one of **India's most popular tech magazines, Digit**. Avid reader and speaker.
- **Backpacked through 11 countries**, chronicling my travels on my blog. Hold a **diploma in Spanish** to aid my future travels.
- Naturally right-handed, I have recently started dedicating a few hours per week to **teach myself ambidexterity**.