

Alok Ranjan

Product Manager, TaskUs, Gurgaon (5 + years)

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SUMMARY

- ❑ Innovative, influential & energetic Product Manager/ Owner with total 15+ years of experience in IT out of which 5+ years in Product Manager role in building Product Roadmap, Handling Scrum, applying Product Strategy, UX Wireframe Design & Feature Prioritization
- ❑ Managed cross functional team and stakeholder communication, oversaw product development from inception to implementation
- ❑ Collaborated with international product management team to increase global customer numbers by 8 %
- ❑ Defined a winning proposal for the client's need along with its estimates and resources required
- ❑ Identified gaps in Google Analytics and led build features across engineering and design which increased the yearly revenue by \$1.1M through increased engagement and conversion of TaskVerse
- ❑ Extrapolated user feedback and prioritized pain points to address in product development, successfully resolving issues that increase user satisfaction by 79 %
- ❑ Studied market trends and user feedback , and extrapolated data in excel to understand customers need and presented key insights to management and stakeholders

EXPERTISE

- ❑ Problem solver, Design Thinking, Building Product Roadmaps, Strategic Thinker, Presentation Skill, Analytical Skills, Influential Skills, AI Data Analytics, Product Ideation,, Agile/scrum, Translating complex User needs into simple product requirements, Strategic Direction, Analytical Skill, User Acceptance Testing, Wireframing, user interviews, Working closely with design & engineering, Data Science, Machine Learning, Natural Language Processing, Python, JavaScript, ReactJS, NodeJS, IOS & Android Apps, Desktop Apps and web Apps Designs & development

SOFTWARE

- ❑ Jira, Confluence, MS Excel, Aha, Figma, Balsamiq

PRODUCT MANAGER // TaskUs

(Aug- 2021 - Present)

- ❑ Led the development of a B2C platform called task verse (<https://taskverse.com/>) which helps freelancer to earn a side hustle by answering simple survey questions which grew up to 20000 daily active users in the first year
- ❑ Conducted in depth market analysis and presented reports to stakeholders and suggested development strategies that saved \$8K+
- ❑ Performed cohort analysis that identified an opportunity to reduce pricing by 15% for a segment of users to boost yearly revenue by **\$0.6 million**
- ❑ Supported wellness team in creating an insightful survey app called mood scaling for the teammates, increasing employee satisfaction by 67%
- ❑ Conducted a user research interviews and metrics tracking in Google Analytics to optimize features sets which improved the daily engagement by 15%
- ❑ Performed extensive research to identify product opportunities and prioritize 10 roadmaps creating a platform called **IdeaUs** which is used across all the employees of TaskUs to put their ideas and also formed a team to validate as well as prioritize those Ideas which is collecting on an average of 5 ideas per week
- ❑ Incharge for creating **Product Strategy and Design** (using FreeMind, Aha & Figma)

PRODUCT MANAGER // Concentrix Global Pvt Ltd**(OCT-2015 - Aug-2021)**

- ❑ Incharge for creating **Product Roadmaps** (using FreeMind, Aha & Figma),
- ❑ Got rewarded by clients for an innovative idea for tracking user productivity without system dependency and developed a chrome extension tracker app having more than **18,000 daily active users**.
- ❑ Did A/B testing on Chatbots, enhanced features and increased the **user engagement for more than 20%**
- ❑ Solved the problem of repeated work for BPO Non-voice process Designed and developed PDF to text search app creating revenue worth **\$30k in 2 months**.
- ❑ Built an AI Chatbot used by telecom companies with over 1.5 million users creating an ongoing revenue on a monthly rental basis of **\$30, 000**.

SENIOR SOFTWARE ENGINEER // CA Technology, Bangalore**(Mar 2014 - Aug 2015)**

- ❑ Designed & developed User Interface / User Experience for enterprise mobile applications used by product companies creating a revenue worth **\$1 million dollar**.

SENIOR CONSULTANT // Mobile Ops,Bangalore**(Feb 2013 - Aug 2014)**

- ❑ Built Enterprise app, gathered usage analysis & crash analysis, got acquired by CA Technology .employee technology and app acquisition.

SOFTWARE ENGINEER //ABB Global, Bangalore**(Mar 2012 - Feb 2013)**

- ❑ Developed internal project for ABB Global, used by power sector across the globe, SAP based web application for asset management using HTML5, CSS3, Javascript

UI/UX Developer //WDC Technologies, Bangalore**(Apr 2010 - Dec 2011)**

- ❑ Developed and managed a telecom product for online recharge and tenure selection using HTML, CSS, Javascript, JQuery,Bootstrap, for Vodafone Global, creating revenue for \$1 million for development, maintenance, feature enhancement and change request

SOFTWARE ENGINEER //Tarams Software ,Bangalore**(July 2007 - Apr- 2010)**

- ❑ Developed an education based product, for online classes, creating lectures, assignments, quizzes, online test and scoring using Java, Struts, HTML, CSS , JS, creating a revenue of more than \$1.5 million by publisher McGraw Hill.

EDUCATION

- ❑ Build a Product Roadmap with Aha [Courseera Link](#) Jan 2021
 - ❑ Deep Learning Certificate from Great Lakes [Link](#) Jan 2019 - June 2019
 - ❑ BMS Institute of Technology (Electrical & Electronics, B. E) (2003 - 2007)
 - ❑ G & H High School 12th (1999 - 2001)
 - ❑ Indian School of Learning , Dhanbad 10th 1998
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