

Passionate, value-driven product manager with experience leading cross-functional teams to plan, build, launch and manage multilevel products. Blend technology skills with extensive Agile/Scrum experience, marketing orientation, and analytical abilities to evolve product strategy. Prioritize and manage multiple projects within specifications.

## WORK EXPERIENCE

### Product Manager

#### LeanAgri [↗](#)

02/2019 – Present

*LeanAgri: Developing a unique algorithm named BharatAgri that provides data-driven advisory to farmers. The advisory is personalized for farmers' crop, soil, climate, and region. Farmers see an increase in yield by 60% and a reduction in cost by 20%.*

##### Achievements/Tasks

- Responsible for the B2C app BharatAgri. Planning the road-map, execution, design, UX. Contributing to other applications like Data Collection app, CRM, Admin Panels.
- Co-ordinating with teams comprising of development, product, design and marketing professionals in all phases of custom product solutions delivery (from requirements gathering through build, test phases, QA, launch and support) for agriculture clients
- Developed a deep understanding of the business objectives of internal and external stakeholders.
- Evangelized the product vision and built trust by maintaining an accurate and achievable road-map. Defined product solution and concept, analyzed technical requirements to meet business use cases with high speed delivery.
- Managing priorities among concurrent projects and supporting the marketing team to launch new products and services on time.
- Assisting in hiring the staff for Tech, Design, Marketing teams which meet skill set and expectations
- Since joining the organization, there has been significant growth in user engagement on different technology platforms. The total user base has grown up 10 times and use of our premium services has gone up by around 108%.

### Product Manager

#### Audegn Innovation Labs [↗](#)

08/2016 – 09/2017

*Audegn Studio: Audegn Studio is an creative online graphic design platform that lets users create useful, AI assisted designs.*

##### Achievements/Tasks

- Developed Audegn design tool as the web application to conceive and manage the cross-functional execution of the product road-map
- Translated high-level user needs into user stories & detailed test cases, managed the development process by guiding the engineering team on the implementation of the requirements
- Worked closely with other stakeholders including business development, marketing teams and clients

## AREA OF EXPERTISE

User Research & Stories

Functional Prototyping

Google Analytics

Agile Software Development

Market & Competitor Analysis

Feature Definition

Requirements Gathering & Analysis

Jira

Balsamiq, Moqups Mockups

App Design (UX & IxD)

Journey & Flow Mapping

Sketch, Adobe Cloud

Research & Documentation

A/B & Multivariate Testing

React, HTML Jade CSS Stylus

SQL, MongoDB

Python, Django, ROR, Rest API's

## PRODUCT CONSULTANT '17 - '19

### Directed Analytics - Product Consultant

- Web application for schools (mentors/counselors) and students to set and stick to SMART (specific, measurable, attainable, realistic and timely) goals.
- Communicated on a technical level with engineering and development, including creating detailed use cases, flows, diagrams, API specifications, integration plans and other technical documentation.

### Dental Dost - Project Lead [↗](#)

- Dental Dost : Retaining notable grades in sanitation and clinic safety, Dental dost is a chain of premium, standardized and cost effective dental care services.
- Represented the idea at YCombinator office hours to chair of Adora Cheung (CEO of HomeJoy).
- Built low-fidelity mockups, responsive wireframes & rapid prototypes using Balsamiq for CRM & Website.

### Direct Create [↗](#)

- Direct Create ( <http://directcreate.com/> ): A platform where online and offline community that allows Makers, Designers and Buyers to connect, collaborate and co-create handcrafted products for you.
- Setting up product roadmap based on competitive research & user feedback while keeping the collective product vision aligned amongst the stakeholders

### Fitnolytics Solutions (LabhLe.com) [↗](#)

- Enhanced database performance, implemented recovery procedures and conducted regular system backup.
- Validated product specs & prototype by involving target user base at an early stage
- Prepared & executed launch plans by coordinating with engineering & marketing teams

## WORK EXPERIENCE

### Product Analyst Engineer

Housing.com [↗](#)

05/2014 – 06/2016

Housing.com ( <https://housing.com> ) : Real estate search portal which allows customers to search for housing based on geography, number of rooms, and various other filters.

#### Achievements/Tasks

- Responsible for the communication system to generalize the user/client communication with our listings. Developed and managed a generic medium and net promoter score framework where a single communication wrapper is used to control the various modes of communications.
- Embedded Customer Surveys and Feedback Forms in e-mails and developed similar web page experience: <https://housing.com/feedback> [↗](#)
- Used techniques including site mapping, wireframing, information architecture, prototyping, user experience (UX), interaction design (IxD), and user interface design (UI)
- Designed and developed news web platform for latest real estate and industry updates: <https://housing.com/news/> [↗](#)
- Responsible for test planning and verification with documenting results and reporting for web & mobile platforms i.e. performed API testing, Unit Testing, Regression Testing, Sanity Testing
- Authored Github, JIRA, Trello & Bugzilla issues for source code

### Software Developer

Genii Webtech, Jaipur

12/2012 – 02/2014

#### Achievements/Tasks

- Developed, enhanced, debugged and supported software applications that support total banking automation
- Created web applications for various clients

## CERTIFICATES

### Product Management from Udemy (10/2018)

*Understand Product Management job and process: from ideation to market research, to UX wireframing to prototyping, technology, metrics, and finally to building the product with user stories, project management, scoping, and leadership*