

PROFILE

I am currently a vital member of the Product Operations team, contributing to India's own "Indus Appstore" as part of the PhonePe product.

Known for collaborating seamlessly with cross-functional teams, actively engage with product, design, and engineering teams to ensure a seamless end-user experience.

My role involves actively participating in the design process for new features within the app, with a focus on enhancing user satisfaction and product functionality.

CONTACT

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LANGUAGES KNOWN

English
Hindi
Marathi

BHAGYASHREE VIPUL SURVE

ASSOCIATE MANAGER CURATION (PRODUCT OPS)

EDUCATION

PGDM in Information Technology [Welingkar Institute - Mumbai] 2022
Diploma in Software Testing from [SEED Infotech - Mumbai] 2017
BSc. Information Technology [University: Mumbai University] 2015

WORK EXPERIENCE

PhonePe (Indus OS):
[Associate Manager Curation - Product Ops] 2022 – Till Date

Responsibilities:

- Enhance the end-user curation experience within the "Indus Appstore" (a PhonePe Product).
- Develop and implement diverse serving strategies catering to both personalized and searched content within the store.
- Facilitate the Product Team in conducting a variety of experiments and contribute to the design of innovative features with help of wireframes.
- Take charge of overseeing quality assurance checks for the introduction of new features, ensuring they meet the highest standards.

Indus OS: [Senior Curation Manager] 2021 – 2022

Responsibilities:

- Curate content for Galaxy Store, Samsung's proprietary app store, focusing on delivering a superior user-centric experience.
- Track and optimize product metrics, including promo/app installs, clicks, attribution, and other key performance indicators.
- Handle the end-to-end process of managing creative promotions, including receiving and approving sales requests.
- Collaborate with Product and cross-functional teams to propose and implement new features or enhancements to existing features within the product.
- Ensure that all app features and store content meet established standards and align with user expectations, including monitoring personalized serving modules.
- Spearhead the content and curation strategy for the groundbreaking introduction of App Stories and Video content within the app store.
- Contribute to a B2C product featuring innovative, made-in-India features and ideations.

Indus OS: [Content Curation Manager] 2019 – 2021

Responsibilities:

- Curate the App Store to optimize the delivery of relevant apps and content to the appropriate users.
- Establish and finalize creative guidelines for products, guiding creative and design teams in their work.
- Oversee end-to-end curation operations efficiently utilizing Google Sheets for streamlined management.

Indus OS: [Sr. Quality Analyst] 2018 - 2019

Responsibilities:

- Comprehend and analyze business requirements thoroughly.
- Develop comprehensive test scenarios and execute test cases to ensure software functionality.
- Utilize JIRA to report, track, and manage defects, bugs, and other issues.
- Perform a range of testing activities including UI/UX testing, localization testing, functional testing, sanity testing, UAT, and software performance testing.
- Collaborate with developers to address reported issues promptly and ensure closure within expected timelines.
- Maintain open communication with the Test Lead, providing regular updates on issues that may impact the project's quality or schedule.
- Generate detailed test reports, summarizing the testing efforts conducted by the team across 12 regional languages, and share findings with the Test Lead.
- Spearhead and conduct user survey activities to gauge the product's impact on end users.

Indus OS: [Test Engineer] 2016 – 2018

Responsibilities:

- Conduct thorough testing of B2C software, ensuring the quality of each product feature.
- Execute test cases and diligently report identified bugs and issues using JIRA.
- Prior to release, perform essential testing phases including Sanity Testing, Regression Testing, and Retesting, and provide a comprehensive report.
- Undertake Localization Testing across various languages, including Hindi, Marathi, and English, to ensure the software's adaptability to diverse linguistic requirements.