

Vaibhav Mishra

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Profile Summary

Experienced Product Manager with 6+ years of success in building user-centric digital products across mobile and web platforms. Proven expertise in leading cross-functional teams, optimising product features through A/B testing, and launching high-impact features at scale. Known for driving measurable growth through data-driven decisions, strong UX focus, and deep user research. Passionate about solving real-world problems through technology and continuous iteration.

Professional Experience

Rocket Money

Product Manager

Apr 2021 - Present

- **Launched One Tap Budgeting**, helping users create monthly budgets in ~60 seconds, and increased budgeting adoption by **12%** in the first quarter.
- **Built Loan Overview**, enabling users to view and manage all loans on one screen, led to **17% fewer support queries** related to loan tracking.
- Performed **20+ A/B tests using Adobe Target** to optimise onboarding flow and feature usability, improved conversion by **10%** and reduced drop-off by **6%**.
- **Led user research efforts**, conducting interviews and surveys that helped improve new user activation by **8%**.
- **Shipped the statement download feature**, used by over **30% of active users**, simplifying personal finance tracking.
- Created detailed wireframes and prototypes in **Adobe XD/Figma**, accelerating design-to-dev handoff by **30%**.

Fireflies.ai

Associate Product Manager

May 2020 - Apr 2021

- **Led the Soundbite feature** from ideation to launch, boosting content engagement and making it one of the platform's most widely used features, with **~ 20% adoption rate**.
- **Launched chatbot 2.0**, reducing average customer response time from 5 mins to under 2 mins, and **improved CSAT scores by 15%**.
- **Automated refunds and reconciliation**, reducing manual workload by **35%** and improving ops accuracy.
- Built and tested **10+ UI prototypes** using Figma and Adobe XD for user feedback loops.
- Drove **API integrations** with 5+ enterprise clients, streamlining onboarding and enabling automated workflows.

Xiaomi

Product Operation Executive

Oct 2018 - Apr 2020

- Contributed to **Zili**, Xiaomi's short video app with over 90M downloads from the Play Store.
- **Launched features** like comment threads, like counters, and live wallpaper sharing, increasing user engagement by **15%** and boosting average session duration from **10 min to 16 min**.
- Conducted **200+ user interviews** and **45+ prototype tests for MIUI 10**, directly influencing product roadmap decisions.
- Partnered with engineering, design, and marketing teams to execute feature rollouts aligned with user behaviour.

Education

TIEIT - Bhopal

BE (Electronics and Communication Engineering)

2015 - 2019

Technical Skills

- **Design Tools:** Sketch, Figma, Adobe Suite
- **Project Management:** JIRA, Miro, Asana
- **Data Analytics:** Tableau, Power BI, SQL
- **Development:** Agile Methodologies, Mobile Application Development, UAT Testing

Core Competencies

- Product Management
- Loan & Lending Business Strategy
- User Research & Testing
- Wireframing & Prototyping
- Customer & Market Analysis
- Product Roadmap Planning
- Cross-Functional Collaboration
- Data-Driven Decision-Making
- User Experience Optimisation
- Financial & Performance Management
- B2C Product Development

Certifications

- Product Masterclass: **Managing Culture in Product Teams** by Product School
- Product Masterclass: **How to Build Digital Products** By Product School
- **Create a Go-To-Marketing Plan** by LinkedIn Learning