

Vaibhav Mishra

Product Manager

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PROFESSIONAL SUMMARY

Product Manager with 6+ years of experience in building user-centric digital products across mobile and web platforms. Specialized in leading cross-functional teams, optimizing product features through A/B testing, and launching high-impact features at scale. Proven track record of 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.

TECHNICAL SKILLS

Tools: Sketch, Figma, Adobe Suite, JIRA, Miro, Asana, Tableau, Power BI, SQL | **Methodologies:** Agile Methodologies

Others: Mobile Application Development, UAT Testing

PROFESSIONAL EXPERIENCE (5+ Years)

Product Manager | Apr 2021 - Present

Rocket Money | Remote

- Launched One Tap Budgeting, enabling users to create monthly budgets in ~60 seconds, increasing budgeting adoption by 12% in the first quarter.
- Built Loan Overview, allowing users to view and manage all loans on one screen, which led to a 17% reduction in support queries related to loan tracking.
- Conducted 20+ A/B tests using Adobe Target to optimize onboarding flow and feature usability, improving conversion rates by 10% and reducing drop-off by 6%.
- Led user research efforts, including interviews and surveys, which improved 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-development handoff by 30%.

Associate Product Manager | May 2020 - Apr 2021

Fireflies.ai | Remote

- Spearheaded the Soundbite feature from ideation to launch, achieving ~20% adoption and boosting content engagement as one of the platform's most widely used features.
- Launched Chatbot 2.0, reducing average customer response time from 5 minutes to under 2 minutes and improving CSAT scores by 15%.
- Automated refunds and reconciliation processes, reducing manual workload by 35% and increasing operational accuracy.
- Built and tested 10+ UI prototypes using Figma and Adobe XD, facilitating user feedback loops.
- Drove API integrations with 5+ enterprise clients, streamlining onboarding and enabling automated workflows.

Product Operation Executive | Oct 2018 - Apr 2020

Xiaomi | Bangalore

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

PROJECTS

One Tap Budgeting | Apr 2021 - Jun 2021

Rocket Money

- Increased budgeting adoption by 12% in the first quarter through user research, A/B testing, and seamless integration.

Soundbite Feature | *Jul 2020 - Sep 2020*

Fireflies.ai

- Achieved ~20% adoption by leading the feature from ideation to launch and optimizing usability.

Zili Engagement Features | *Jan 2019 - Mar 2019*

Xiaomi

- Increased user engagement by 15% and boosted average session duration from 10 minutes to 16 minutes.

EDUCATION

BE (Electronics and Communication Engineering) | **2015 - 2019**

TIEIT - Bhopal

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.