

# Yash Parikh

## Associate Director of Product

+91 9879966895 | careeryashparikh@gmail.com | [LinkedIn](#) | [GitHub](#) | Ahmedabad

### PROFESSIONAL SUMMARY

Product leader with 12+ years of experience in building and scaling digital products from 0 to 1, driving \$150,000+ in monthly revenue and expanding user bases to over 2M. Expertise in product lifecycle management, UX, data analytics, and team leadership, delivering growth and operational excellence.

### TECHNICAL SKILLS

**Methodologies:** Agile Execution | **Others:** Product Lifecycle Management, Product Roadmapping, Product Strategy, 0 to 1 Development, Product Design, User Interaction, User Experience (UX), Figma, Data Analysis, Problem Solving, Customer Empathy, Team Leadership, Cross-Functional Collaboration

### PROFESSIONAL EXPERIENCE (12+ Years)

#### Associate Director of Product | May 2017 - Present

##### Uplers | Ahmedabad

- Built, launched, and managed 5 products (3 customer-facing and 2 internal), including Uplers Recruiter Platform, Talent Job Board, and UpScreen AI, collectively generating \$150,000 in monthly revenue.
- Achieved 3x growth in B2C user sign-ups and improved retention rates from 40% to 65%.
- Reduced user churn by 28% through analytics-driven product optimization using Mixpanel and Hotjar.
- Scaled the talent/candidate database from 900K to over 2M users.

#### Senior Product Manager | {{{MMM}}} {YYYY} - {{{MMM}}} {YYYY}

##### Uplers | Ahmedabad

- Directed agile execution and product lifecycle management for a 40-member cross-functional team.
- Enhanced product flows based on user feedback, increasing job posting conversion rates by 15%.

#### Marketing Executive | Oct 2015 - Nov 2016

##### Photobook Worldwide | Kuala Lumpur

- Managed Photobook's Group Buy Channel across 20 international partnerships, launching 47 deals in a single week.
- Drove consistent revenue of \$1M-\$3M quarterly through strategic product lifecycle management.

#### Assistant Manager, Market Development | Mar 2014 - Jul 2015

##### Snapdeal | Ahmedabad

- Partnered with 350+ sellers to develop product strategies, generating \$200K in monthly revenue.
- Onboarded 48 vendors from PAN India, implementing forecasting systems to increase sales by 80%.

### PROJECTS

#### UpScreen AI | Uplers | Jan 2023 - {{{MMM}}} {YYYY}

- Contributed to \$150,000+ monthly revenue and expanded the user base to 2M+.

#### Uplers Recruiter Platform | Uplers | {{{MMM}}} {YYYY} - Present

- Optimized user onboarding, improving profile completeness rates by 26%.

### EDUCATION

#### Bachelor of Engineering – Electronics & Communication | Jun 2012

Gujarat Technological University | Ahmedabad, Gujarat, India

### CERTIFICATIONS

- Product Leader Certification – Product School
- UX/UI Design Certification – Design Boat
- HubSpot Agency Partner Certified – HubSpot
- Inbound Marketing – HubSpot

### ACHIEVEMENTS

- Successfully launched UpScreen AI on Product Hunt, earning 50+ reviews and 100+ upvotes.
- Scaled user acquisition to over 2M users and generated \$150,000+ in monthly revenue.
- Achieved 100% YoY revenue growth and improved retention rates by 25%.