

YASH PARIKH

Head Of Product

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• Ahmedabad, Gujarat, India

Summary

With over 12 years in product management, I have a proven track record of building and scaling digital products from 0 to 1 that deliver exceptional results. At Uplers, I've spearheaded the launch of 5 products, one of which, UpScreen AI, was acclaimed on Product Hunt with 50+ reviews and 100+ up votes. These products have generated over \$150,000 in monthly revenue and expanded our user base to over 2M+ users. My expertise in product lifecycle management, UX, problem solving, team management and data analytics is key to driving growth and innovation

Experience (12+ Years)

Uplers

Remote, Ahmedabad

Associate Director of Product

05/2017 - Present

A digital product dedicated to connecting product talents and recruiters

- Built, launched and led 5 products (3 customer facing and 2 internal), including Uplers Recruiter Platform, Talent Job Board and UpScreen AI, **generating \$150,000+** monthly revenue
- Grew user acquisition (B2C) by achieving a **3x increase in sign ups** and **improved retention** from 40% to 65%
- Implemented analytics-driven product optimization (via Mixpanel, Hotjar), **reducing user churn by 28%**
- Expanded the talent/candidate database from **900K to 2M+ users**
- Integrated an **AI-powered matching algorithm**, increasing match accuracy by **30%**
- **Mentored product, design, engineering and analytics teams**, enhancing operational effectiveness and fostering professional growth

Senior Product Manager

- Led agile execution and product lifecycle management for a **40+ member cross-functional team**
- Enhanced and optimised product flows based on user feedback, increasing job posting **conversion rate by 15%**
- Achieved **100% YoY revenue growth**, reaching a peak at monthly revenue of \$100,850
- Improved user onboarding flow, resulting in a **26% improvement** in candidate profile completeness
- **Spearheaded user migration** to a new platform, eliminating technical debt

Product & Design Manager

- Launched and scaled product & design function, **growing the team** from 4 to 30+ professionals
- Grew client base by **212% within one year**
- **Boosted revenue by 157%** while significantly improving profit margins

Senior Executive Design & Digital Marketing

- Led comprehensive UX/UI redesign and multi-channel **go-to-market strategy**
- Achieved **60% growth in organic traffic** and a **35% increase** in SQLs
- Improved user funnel, increasing conversion from **32% to 67%** through UI redesign and **A/B testing**

Photobook Worldwide

Kuala Lumpur, Malaysia

Marketing Executive

10/2015 - 11/2016

A company focused on creating custom photo products

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

Snapdeal

Ahmedabad, Gujarat, India

Assistant Manager Market Development

03/2014 - 07/2015

One of India's largest online shopping platforms

- Developed product strategy partnering with **350+ sellers generating 200K monthly revenue**
- Onboarded 48 vendors from PAN India stores and implemented forecasting systems **increasing sales by 80%**

Matrix Cellular Pvt. Ltd.

Ahmedabad, Gujarat, India

Senior Business Development Executive

09/2012 - 02/2014

A business services provider

Skills

Product Lifecycle Management · Product Roadmapping · Product Strategy · Product Design · 0 to 1 · B2C · B2B · Problem Solving · Data Analysis · User Interaction · User Experience (UX) · FIGMA · Customer Empathy · Collaboration · Team Leadership

Education

[Gujarat Technological University](#)

Ahmedabad, Gujarat, India

Bachelor of Engineering - Electronics & Communication

04/2008 - 06/2012

Certification

[Product Leader Certification](#) — **Product School**

[UX/UI Design Certification](#) — **Design Boat**

[HubSpot Agency Partner Certified](#) — **HubSpot**

[Inbound Marketing](#) — **HubSpot**

Key Achievements

☆ **Product Launch on Product Hunt**

Successfully launched UpScreen AI on Product Hunt with 50+ reviews and 100+ up votes