Mayank Gupta

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CarDekho.com   May 2015 — Present

Associate Product Manager

CarBuddy Mobile App

Successfully launched version 1 (and than a few) of mobile app Carbuddy. Lead all digital product management aspects including user studies, story-boarding with wireframes, UX design and provided direction to high performance team of UI designers and app developers to ensure best in class experience.
Planned and created strategies for user acquisition and engagement. Closely monitored user behavior and analyzed trends to identify gaps and improve the experience. Highlights include

- Conceptualization to launch of MVP in 45 days
- First 1000 users acquired within 30 days of launch
- Session/user/month is above 3
- Retention- 80% of users are repeated customers
- On an average user spends 13 min in a session

Also successfully monetized the app by integrating RSA, Shop.cardekho and developing dealer specific versions of the app

Photon Interactive, Chennai   Aug 2013 — April 2015

Business Analyst

Project: Designing and Implementing Omni channel Integration Framework for the world's largest
cosmetics company.

- Detailed out the product functionality and Analyzed the feasibility of requirements.
- Created Functional Specs, Requirement Traceability Matrix and User Stories to ensure all stakeholders will have a common understanding on the deliverables.
- Designed wireframes, information architecture and process flows.
- Performed Gap analysis from "As - Is'" to the preferred "To - Be" structure.
- Effort estimation, scoping of new change requests.

Sunquest Information System,   Jan 2011 — May 2011
Bangalore

Associate Quality Engineer

Project: Development of a Connect tool integrating Hospitals with testing labs to enable real time
information sharing.

- Interacted with clients to gather the requirements and documented them into system requirement specifications (SRS)
- Creating Macro Level Test Conditions for Business Sign off, and converted Micro level requirements into test plans and test cases.

Infosys BPO, Bangalore   April 2010 — Oct 2010

Process Associate

Project: Integrated Environment for Project Management (IPM+) for project planning, tracking,

controlling, and post closure analysis.

- Understanding the requirements and problems being faced by the customers.
- Analyzed client problems and debug the issues related to the database using SQL queries.
- Provided L1, L2 support by handling as many as 150 different issues per day.

JSW Steel Ltd, Mumbai   April 2012 — July 2012

Business Process Analyst

Summer Intern Project: System Gap Analysis & Process optimization Using Enterprise Technology Solution

EDUCATION

MBA   Jun 2011 — Apr 2013

Symbiosis Centre for Information Technology, Pune

CGPA - 2.75/4.00

B.E Computer Science   Aug 2005 — April 2009

Rajasthan University, Jaipur

EXTRA CURRICULAR

- Core Public Relation team member - Graffiti, a Techno-managerial fest, SCIT'11
- Volunteer for SCIT-SSR(Student Social Responsibility) summit'12
- Presented various Technical Papers such as Web 2.0.
- Stood third in volley ball tournament held at IBS-Hyderabad'2012

INTERESTS

Playing Snooker, Volleyball, Interacting with people