

# KRITIKA MEHTA

Passionate product builder and designer who codes

✉ k27mehta@uwaterloo.ca

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## EXPERIENCE

### Associate Product Manager

#### Salesforce

📅 May 2020 – Sept 2020

📍 Bellevue, USA (Remote)

- Led the **product strategy** and planning efforts for the development of **12+ features** for the **Security Event and Incident Monitoring (SIEM)** Platform
- Identified **3+ competitors** and conducted **5+ user interviews** to identify pain points in alerts' triage and response process, and designed **user journey map**
- Leveraged **charts.js framework** to visualize complicated alerts and decreasing false positive alerts; Presented demo to the Executive Leadership Team

### Technical Product Manager

#### Lifion by ADP

📅 Jan 2020 – May 2020

📍 New York City, USA

- Collaborated with **7 developers** and **4 designers** to prioritize and build out **10+ features** for the MVP of Lifion's **iOS and Android mobile application**
- **Launched** the capability for a Lifion user to submit weekly check-ins resulting in employee and employer conversations around work needs and priorities
- Integrated **Amplitude** to perform event-based tracking which led to the re-design of web features to **synchronize cross-device user experience**

### Product Manager

#### Blueprint Software Systems

📅 April 2019 – Sept 2019

📍 Toronto, CA

- Led a cross-functional team to build and deliver the version compare feature in the Storyteller product from **conception to development**, which sought to revert the latest data to its previous states and perform merge conflicts
- Independently created **interactive, functional prototypes** to demo requested features to customers and the engineering team using **ReactJS** and **iFrames**
- **Performed A/B testing** to analyze the on-boarding experience, which led to the design and implementation of product walkthroughs **saving 40+ hr/month**.
- Analyzed product metrics using **Pendo Analytics** and **Tableau**; identified 3 areas to improve the user experience and drive engagement on the Storyteller

### Content + Theme Developer

#### MaRS Discovery District

📅 Sept 2018 – Dec 2018

📍 Toronto, CA

- Collaborated with senior designer and developers to develop the front end of **responsive websites** using **HTML, CSS, and Bootstrap**
- Designed **personas, wireframes, workflows, journey maps**, and facilitated **usability testing** to capture valuable data regarding **feature accessibility**
- Made data-driven decisions using **UserTesting.com, Heap, Google Analytics, Tableau, and 5 surveys** to redesign features solving critical user needs

### Automation Developer

#### PointClickCare

📅 Jan 2018 – April 2018

📍 Mississauga, CA

- Increased automation testing coverage for clinical modules by **75%** using **Selenium**, resulting in a **reduction of QA cycle by 1 week**
- Leveraged in-house code to design page objects and end-to-end tests

## ACHIEVEMENTS



#### Nellie Giffin Engineering Award

First recipient of the National Canadian Engineering Memorial Foundation (CEMF) award for demonstrating exceptional leadership



#### Loblaw Scholarship

Recognition for community service

## SELECTED PROJECTS



#### Honeypot

Designed a mobile application that allows students to budget and save money towards their financial goal



#### HEMLIT

Built a real-time physical Bluetooth controller that increases cyclist's security by eliminating the issue of low visibility using arduino

## VOLUNTEER



#### Products by Women

Fostering equality and encouraging collaboration by organizing and leading meaningful product case studies, and driving discussions around technology, innovation, and design

## TOOLS



## EDUCATION

### BASc in Biomedical Engineering

#### University of Waterloo

📅 Expected June 2021

📍 Waterloo, CA

## PASSIONS

