KRITIKA MEHTA

Passionate designer and product builder who codes

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EXPERIENCE

Technical Product Manager
*Lifion by ADP

📅 Jan 2020 – Present 📍 **New York City, USA**

- Collaborating with developers, designers, and director to build out features on the mobile platform to provide customers value
- Understanding early adoption trends to formulate go-to-market strategy
- Highly cross-functional role: product design, frontend, backend, data science

Product Manager
UW Blueprint

📅 Sept 2019 – Dec 2019 📍 **Waterloo, CA**

- Served as product manager of a 10-person team to develop MVP of a native mobile application that now supports long-term student budgeting
- Defined value propositions to meet user needs; establishing goals, scope, and roadmaps to reduce implementation time and keep spec costs minimal
- Pitched business case, customer needs, & product solution to TD executives

Product Manager
Blueprint Software Systems

📅 April 2019 – Sept 2019 📍 **Toronto, CA**

- Led a cross-functional team to build and deliver the version compare feature from conception to development, which sought to revert the latest data to its previous states and perform merge conflicts
- Created functional prototypes and mockups to demo features to customers and the software team using ReactJS and iFrames
- Leveraged A/B testing to analyze user actions affecting the Storyteller product on-boarding that resulted in an improvement of the login rate by 12%
- Analyzed product metrics using SQL and Tableau; identified 3 areas to improve the user experience and drive engagement on the Storyteller product

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 A/B and usability testing and analysis on mockups
- Made data-driven prioritization decisions using Usertesting.com, Heap, Google Analytics, Tableau, 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
- Independently designed and coded page objects, page tests, end-to-end tests to meet appropriate coding standards using in-house code

*Currently on work term & unavailable for in-person interviews on campus

ACHIEVEMENTS

⚥ **Nellie Giffin Engineering Award**
First recipient of the National Canadian Engineering Memorial Foundation (CEMF) award for demonstrating exceptional leadership

SIDE PROJECTS

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

$ **Honeypot**
Designed a mobile app that allows students to budget and save money towards their financial goal

RELEVANT COURSES

Prototyping, Simulation and Design · Human Factors · Design Validation · Customer Experience Design · UX/UI · Biomedical Design · Data Structures · Economics · HCI · SolidWorks · Statistics · Psychology · Digital Design

TOOLS

MATLAB · Java · R · JavaScript · C++ · Git · Figma · Ruby on Rails · Balsamiq · Selenium · SolidWorks · Axure RP · SQL · Python · Tableau · Node.js · JIRA · InVision · Pendo

EDUCATION

BASc in Biomedical Engineering
University of Waterloo *3.4 GPA*

📅 Expected June 2021 📍 **Waterloo,CA**

PASSIONS

Zumba Dance Instructor · Toastmasters · Food Blogger · Women in Engineering