

# KRITIKA MEHTA

Passionate product builder and designer who codes

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## EXPERIENCE

### Technical Product Manager

#### Salesforce

📅 May 2020 – Sept 2020

📍 Bellevue, USA (Remote)

- Uncovered security analysts' obstacles and needs associated with handling of security alerts and events by performing **5+ contextual user interviews**
- Designing security **SIEM dashboard** and collaborating with engineering to communicate feature rationale, define **desired end state** via **PRD (product requirements document)**, and outline **functional specification document**

### Technical Product Owner

#### Lifion by ADP

📅 Jan 2020 – May 2020

📍 New York City, USA

- Collaborated with developers and designers to prioritize and build out **10+ MVP features** for the Lifion iOS and Android mobile application
- Launched the capability to submit weekly check-ins resulting in team member and leader communication about work needs and prioritization
- Redesigned 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 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 engineering team using **ReactJS** and **iFrames**
- **Leveraged A/B testing** to analyzed user actions affecting the on-boarding experience which led to the design and implementation of simplified product walkthroughs **saving 20+ hr/month on product support calls**
- 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 **usability testing** to capture valuable data regarding **feature accessibility**
- Made data-driven 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

## 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

## 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

## 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

