

# KRITIKA MEHTA

Passionate designer and product builder who codes

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## EXPERIENCE

### Incoming Technical Product Manager

#### Lifion by ADP

📅 Jan 2020 – April 2020

📍 New York City, USA

- Highly cross-functional role: product design, frontend, backend, data science
- Will be collaborating with developers, designers, business leads, and product managers to build features that provide customer and business value

### Product Manager

#### UW Blueprint

📅 Sept 2019 – Present

📍 Waterloo, CA

- Serving as product manager of a 10-person team to develop MVP of a native mobile application that now supports long-term student budgeting
- Defining value propositions to meet user needs; establishing goals, scope, and roadmaps to reduce implementation time and keep spec costs minimal
- Pitching 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 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 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

## ACHIEVEMENTS



### Nellie Giffin Engineering Award

First recipient of the National Canadian Engineering Memorial Foundation (CEMF) award for being a strong leader in her community

## 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 users to budget and save money towards their financial goal

## RELEVANT COURSES

Prototyping, Simulation and Design  
Human Factors Design Validation  
Human computer Interaction UX/UI  
Biomedical Design Data Structures  
Economics SolidWorks Statistics  
Customer Experience 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