

KRITIKA MEHTA

Incoming Product Manager Intern @ Salesforce

✉ k27mehta@edu.uwaterloo.ca

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EXPERIENCE

Technical Product Manager

Lifion by ADP

📅 Jan 2020 – Present

📍 New York City, USA

- Collaborating with developers and designers to build out minimum viable product features for the Lifion iOS and Android application
- Launched the capability to submit weekly check-ins resulting in team member and leader communication about work needs and prioritization
- Revamping existing web user experience to deliver cross-platform features

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

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
Data Structures Economics HCI
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 React Native Swift JIRA
Objective-C Pendo InVision

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