

Lakshay Pandey

Product Management, Product Design and Execution

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Profile

I am interested in developing products that solve problems for people using new age technology. I have had experience with managing development and execution of Mobile Applications, Scalable API platforms, e-commerce systems, Ad-Networks, Content Platforms, Payment Systems. Looking to work on new age products that use technology to solve complex problems.

Work Experience

Product Lead [PolicyBazaar.com](#) October 2016 - *Present*

Leading Product Management for the Life Insurance Business Vertical

Senior Product Manager [House of God App/Eros Labs](#) October 2015 - October 2016

Product Owner for House of God App. In 6 months we launched an app with the largest collection of religious audio/video content. Single point Product owner for entire flow from consumer interfaces to operational panels.

- Scaled up to 100,000+ users on Android and 20,000+ on iOS within 3 months of launch.
- Created and launched tools to manage the largest collection of unstructured content in the industry.
- Created systems and processes for managing metadata of a catalogue of 50,000 audio/video items and live streams (largest in the industry).
- Helped scale operational and tech teams from 0-30+ people.

Product Manager, [Jabong.com](#) July 2014 - October 2015

- **Mobile Apps:** Responsible for planning and execution of roadmap for mobile apps. (Windows Phone/iOS/Android).
 - Oversaw increase in mobile revenue by 4 times. Mobile revenue increased from 30% to 60% of overall revenue.
 - Reduction of crash rate to under 1%. Improvement in API/App performance.
 - Brought a mobile first culture into the Business teams. Improved business processes to focus on mobile.
 - Redesign of all platforms. Material for Android. Single platform (desktop+mobile) Windows 10, iOS 9 design refresh.
- **Mobile Website:** Responsible for planning and execution of the product roadmap of the mobile website.
 - Complete redesign. Redesign focussed on performance and low bandwidth networks
 - Decrease in Page Load times by 30% after redesign.
 - Brought mobile website to feature parity with other platforms in less than 2 months.
- **Transactional/Marketing Communication:** Responsible for redesigning the communication cycle to make it more efficient and user friendly.
 - Redesign of both Transactional and Marketing Communication. Reduce clutter and make emails responsive for mobile devices
 - Increase in clickthrough by 25%
 - Decrease in customer care calls by 40% (For order related requests)

Software Engineer, [Paytm](#) / [One97 Communication Pvt. Ltd.](#) June 2013 - June 2014

- **Paytm:** Worked on Paytm payments and DWH team to setup up data processing and analytics for all business aspects of paytm
 - Developed features for Paytm Wallet and Payment Gateway
 - Setup custom reporting/monitoring framework for the Wallet System.
 - Setup system for managing reporting and analytics across paytm verticals from scratch. Mix of Azkaban by LinkedIn/Custom reporting framework/Custom ETL setup.
 - Setup system to analyze promocode campaign effectiveness. Analyzed Paytm's largest ever promocode campaign with PepsiCo.
- **Adworks:** Building One97's mobile Ad Network.
 - Responsible for Publisher Integrations, Client Platform/API and Client Reports Dashboard.
 - Released first cut of the Android and iOS SDK for Adworks within given timelines while improving on features.
- Interface with Design Team at Paytm to help conceptualize designs for the Mobile apps for Paytm.com

Mobile Application Development Intern, [Zomato™ Media Pvt Ltd.](#) May 2012 - August 2012

- Developed the Version 2 from scratch. The App is available [here](#).

Select Awards

2013 **Best App at Nokia Hackathon, IIIT Delhi**

Snapp, a Windows Phone 8 App, judged the best app in the imaging category. Featured in the Windows Phone Store also. The App is available [here](#).

2012 **Won Microsoft Research India Whodunit Challenge**

Won the [Whodunit](#) Challenge organized by MSR India with a cash prize of INR 100,000. This challenge involved coming up with a social scheme to gather information from across india. Our incentive strategy available [here](#).

2010 **RightFARE, made part of Delhi Transit project by Delhi Govt.**

Our Summer Research Project [RightFARE](#) was made part of the Delhi Transit Project by Delhi govt. to help tourists during Commonwealth Games. More details available [here](#).

2003 **South Zone Finalist, India's Child Genius**

Reached the South Zone Finals of India's Child Genius, a Quiz Show telecast on Star World India.

Select Projects

2013 **PhoneSENSE**

A phone sensing platform currently available for Android as a library. This makes making applications for sensing data from mobile phones cleaner and simpler than the native android library. There is also a server for collecting this information developed in Django. More details [here](#).

2012 **Transport Mode Detection on Anonymized GPS Traces**

In this we try to analyze the efficiency of detecting Transport Modes over Privacy Protected GPS Traces. More details [here](#).

Education Details

Institution	Degree	GPA/Percentage	Completion Date
IIIT-Delhi	B.Tech.(CSE)	7.5	2013
New Era Senior Sec. School, Vadodara	All India Senior School Certificate Examination	89.2%	2009
Gyan Bharati School, Delhi	All India Secondary School Examination	87%	2007