

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, Fashion websites, DWH/DWA systems. Looking to work on new age products that use technology to solve problems.

Work Experience

Senior Product Manager [Eros Labs](#) October 2015 - present

- Managing multiple products. Responsible for complete Roadmap, Planning and Delivery

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.
 - Bring a mobile first culture into the Business teams. Improve 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.
 - Bring 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](#).

Summer Research Intern, [MUC Group IIIT-Delhi](#) May 2010 - August 2010

- Worked on RightFARE; a Python based service for SMS based Fare Prediction in New Delhi.
- Responsible for server side implementations for geolocating strings using multiple sources of information (Google Maps/Wikimapia/DTC database/Google Business Search/Google Search).
- Set up SMS server and initial concepts of the Mobile App.
- More details 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.

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

Technical Skills

Programming Languages Python, Java, C, C#, JavaScript

Tools & Technologies Android, Windows Phone, Django, Node.js, Google App Engine, Git, Google Analytics, JIRA, Rest APIs, Balsamiq, SQL, Eclipse, Photoshop, Illustrator, InDesign.