

MAYANK GUPTA

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Key Competencies: MySQL, MS Office, HTML5, CSS, Data Analysis (Qualitative and Quantitative), Generative and Evaluative research, Stakeholder Management, Competitor Analysis and Benchmarking, Cross-Functional Team Navigation, Research Culture Building, Dynamic Environment Adaptability, Usability Testing, Design Thinking Strategy, Wire-framing and Prototyping Tools - Figma, Stakeholder management, Field studies, Focus groups, Surveys, Diary Studies, Testing tools - Maze, Usertesting

EXPERIENCE

Mphasis Limited

Multinational information technology services and consulting company

Bangalore

Senior Associate Product Management

January 2022-Present

- Conducted contextual inquiry and in-depth user interviews with 8 participants to understand how they interpret OTC labels.
- Ran a diary study over 3 days with 2 participants to observe how frequently they referenced label information.
- Ran usability tests using Maze on redesigned label prototypes.
- Conducted A/B tests to compare original and improved labels, measuring task success rate and confidence.
- Used Google Forms to conduct structured surveys and compiled results using Google Data Studio.
- Analyzed success rates, error patterns, and subjective feedback.
- Reviewed 10 OTC drug labels from top competitors and benchmarked their layout, hierarchy, and icon use.
- Improved task success rate by 35% in label comprehension (compared to baseline).
- Users preferred redesigned labels 87.5% of the time in A/B tests.
- Reinforced a “research culture mindset” by encouraging peer feedback and showcasing impact visuals in presentations.

Bharat Sanchar Nigam Limited

Telecommunication Network Company

Bhopal

Trainee

December 2019

- Attended various BSNL operating facilities in Bhopal and acquired all the understanding of processes, techniques, and industry knowledge of the BSNL Telecommunication Network Industry.
- Gained in-depth knowledge of networking fundamentals and troubleshooting Layer 1-3 components in telecommunication systems.

SRF Limited

Multi-Business Multinational Company

Gwalior

Trainee

June 2019

- Attended training courses to build an understanding of processes, techniques, and electronics industry.
- Troubleshoot minor issues with office tools and equipment, escalating more senior problems to the supervisor.

Surya Roshni Limited

Indian multinational company

Gwalior

Intern

June 2019

- Acquired practical knowledge and skills of lighting electronics equipment during the traineeship.
- Studied lighting product ergonomics and user-centric design in manufacturing. Understood the role of usability, safety, and cross-functional feedback in shaping better hardware experiences.

EDUCATION

**Rajiv Gandhi Proudyogiki Vishwavidyalaya,
Oriental Institute of Science & Technology, Bhopal
Electronics & Communication Engineering (B.Tech)**

CGPA:7.81

May 2021

- First Division with honors*
- Leadership:* Training and Placement coordinator - Head Coordinator at Tech Fest OIST
- Projects:* Online Book Review System, Created dynamic and responsive Java full stack web application called online book review blog where users can register and share their reviews on the list of books, using Spring Boot, hibernate, MySQL, Tomcat, etc.

ADDITIONAL INFORMATION

Certifications: AWS Certified Cloud Practitioner, Simplilearn- Java Full Stack Developer

Languages: English (Fluent), Hindi (Native)