MUKTA PAWAR

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Boston

EMPLOYMENT

Wayfair   **Nov'19 - Present**
Associate Product Manager

- Oversee the end-to-end Express Delivery experience for online customers from Product Listing Page to Checkout.
- Optimized shopping cart conversion rate through working with UX designers to re-design the item-level UI and performed an A/B/C test and target, and ultimately partnered with engineering to implement the most successful design. Launched upgrade to same-day or next-day delivery during checkout and enhanced the page's experience so the scheduling calendar is intuitive and promotes expedited complete checkouts.
- Applied qualitative user insights into valuable designs and tests, drove critical customer learnings through A/B testing which successfully improved user experience and increased main business KPIs such as new users CVR +2.19%, ATC +2.33%, PDP view rates +0.74%, etc.

Wayfair   **Apr'19 - Nov'19**
Software Engineer, Communications Platform

- Built and scaled a communications platform in PHP that sends text notifications to 20 million active customers across 4 different countries and 8 different time zones.
- Gathered stakeholder requirements, designed REST APIs and integrated 3rd party APIs such as Twilio's SMS API into the platform.
- Implemented features including quiet window, phone number validations, auto retry using symfony
- framework. Launched SMS subscription feature in the Track Package Page to Canadian customers. This increased ~50 daily subscription rate to over 600 daily subscription rate. Migrated orderconfirm email to Java creating micro services with Spring Boot. The application was containerized (with Docker) and deployed the image on Kubernetes. Created helm charts to manage k8s application.
- Developed store procedures, functions and optimized and troubleshoot queries.
- Built Grafana dashboards, set up DataDog alerts, monitored jenkins jobs, kibana logging, created run-books to quickly identify, troubleshoot production issues.
- Participated in design review meetings with engineering teams to provide insight on product roadmap.

Accenture   **Dec'18 - Mar'19**
SAP Engineer

- Worked on development of SAPUI5 application. Developed and Modified Function Module, oData services using CDS views and AMDP using SQL functions, built oData REST APIs, and Smartforms.
- Integrated oGateway OData/JSON services with UI5 Apps. Worked with the development team to connect Frontend with SAP oData services.

EDUCATION

University of Windsor   **2014 - 2018**
B.Sc, Software Engineering

SKILLS

Product: User Research, A/B Testing(Google Optimize), Customer Analytics, Planning, Strategy, JIRA
Technical: Java, React (JavaScript), SQL, AWS, PHP, HTML, CSS, Hive, Tableau
Cloud: AWS (EC2, S3), Google Cloud Platform
Databases: MSSQL, NoSQL, MongoDB, Hadoop, InfluxDB

LEADERSHIP

Volunteer Teacher | *Citizen Schools*