

# NIRMIT GOYAL

Full-Stack Tech Product Builder

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## EXPERIENCE

### UNIVERSITY LIVING | TECH APM

Dec 24 - Oct 25 | Noida

- **Funnel Automation:** Av 85 DoD increase in leads(baseline=100) using Business WhatsApp automation.
- **Ops Automation:** 40% reduction in manual touchpoints via automated follow-up Gupshup workflows.
- **AI Qualification:** Enhanced lead qualification efficiency by 10% through AI Voice Agent implementation.
- **CRM Data Integrity:** Recovered 5% of lost opportunities via fixing critical data-leak.

### UPWORK | SSE

Nov 23 - Oct 24 | Remote (USA)

- **API Integrations:** Expanded B2B platform capabilities by building software connectors for Upwork's Integration Platform.

### | SDE2 & RPM

Mar 21 - Aug 23 | Bangalore

- **E2E Ownership:** Increased usage by 30% MoM for QuickBooks Backup and Restore by introducing System Status Feedback.
- **Product Discovery & Delivery:** Drove 20% feature adoption in Backup and Restore by introducing 'The Trash' feature.
- **Product Design:** Improved conversion from QB Desktop to QB Online by 15% by introducing "Desktop Mode" in the QuickBooks Advanced app.

### | SDE

Apr 19 - Mar 21 | Bangalore

- **RCA & Platformization:** Saved Av 200 hours and \$6.5K per month while preventing promo double-dipping by unifying evaluation on a common rewards platform with central benefit limits.

### OLA CABS | SDE

Jul 17 - Apr 19 | Bangalore

- **0->1 Growth:** Achieved 30% WoW growth to 500K installs in the first 3 months (1M+ now, 4.3 rating) by building and launching Ola Lite from scratch as part of the founding team.
- **Funnel optimisation:** Increased outstation web bookings by 60% by revamping the Outstation site to run fully on a CMS-driven architecture.

## TOOLS

### Product & Analytics

- Mixpanel
- Google Analytics
- CleverTap
- Power BI

### Automation & CX

- Make
- Gupshup
- Zoho

### Prototyping & Dev

- Balsamiq
- Replit
- ElevenLabs

## EDUCATION

### JAYPEE INSTITUTE OF INFORMATION TECHNOLOGY

B.TECH | COMPUTER SCIENCE | NOIDA  
2013-17 | GPA: 7.7

### ST. FIDELIS SR. SEC. SCHOOL

2013 | CBSE

## AWARDS & ACTIVITIES

### INTUIT STAR OF THE QUARTER

CUSTOMER OBSESSION  
2021

### OLA HACKATHON 2K18

INTRODUCED OLA LIFT | WON  
2018

## INTERESTS

- A Sandeep Maheshwari fan
- Nikhil Kamath podcasts