

# SHUBHAM NAYAK

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## PROFILE SUMMARY

**Product Manager(CSPO)** with **3.2+ years of experience building and scaling SaaS and e-commerce platforms, specializing in product discovery, system design, and data-driven decision making.** Skilled at translating customer problems into clear PRDs, user flows, and scalable technical solutions. Experienced in owning end-to-end product cycles from research and requirement definition to engineering collaboration, launch, and iteration.

## Core Capability:

Product Discovery & Customer Research | UI/UX Research | Usability Testing | PRD Writing & Roadmap Planning | API Integration & Database Design | SQL | Agile & Scrum Execution | Stakeholder Communication & Cross-Functional Collaboration | JIRA, Asana, Figma, PowerBI, Postman, Linux, Excel | SEO Strategy & Content Optimization | Performance Marketing (Google & Meta Ads) | Funnel Analysis & Conversion Rate Optimization | Landing Page Design & Optimization | User Acquisition & Activation Metrics | A/B Testing & Experimentation | Analytics-Driven Growth (GA, funnels, cohorts)

## PROFESSIONAL EXPERIENCE

### Product Manager

08/2024 - Present

#### TriSoft Technologies Private Limited

Noida

- Led end-to-end product development for **TriPay**, a payment and reconciliation platform used by ecommerce, logistics/shipping, and marketing-driven businesses, automating settlements, refunds, and ledger workflows cut enterprise reconciliation time by ~50% and eliminated manual finance operations.
- Designed and optimized refund and payout systems tailored for high-volume ecommerce and marketplace use cases, reducing manual intervention and improving transaction accuracy at scale.
- Built workflow-driven dashboards and analytics to track payment status, failures, and operational bottlenecks across order, fulfillment, and finance workflows, enabling faster decision-making for ops and finance teams.
- Translated complex customer pain points common in ecommerce and logistics ecosystems (delayed settlements, failed transactions, manual follow-ups) into scalable product features, supporting enterprise deal closures through demos and solution walkthroughs.
- Partnered closely with engineering and the CTO to define a roadmap focused on automation, compliance, and data-driven intelligence, drawing parallels with shipping, fulfillment, and marketplace platforms.
- Authored clear PRDs, user journeys, edge-case scenarios, and acceptance criteria, ensuring predictable delivery across cross-functional teams supporting B2B and B2B2C clients.
- Facilitated weekly stakeholder syncs to prioritize features and manage trade-offs between UX, performance, and system reliability for transaction-heavy platforms.
- Led requirement discovery for internal workflow products (HR, onboarding, learning), applying the same process automation and scale-readiness principles used in client-facing ecommerce and logistics systems.
- Acted as the product voice in customer conversations, aligning roadmap decisions with real-world operational constraints, revenue impact, and adoption goals across diverse client industries.

### Product Lead

05/2023 - 08/2024

#### DigitalGoWhere Private Limited

Gurgaon

- Acted as the product owner across multiple client implementations, gathering business requirements, conducting solution workshops, and converting client needs into detailed PRDs and API specifications.
- Collaborated with clients to create customized feature roadmaps, aligning delivery timelines with contractual SLAs and ensuring smooth deployment across web and mobile environments
- Oversaw functional testing for client environments, validating use cases, edge cases, and regression scenarios before go-live across both app and website
- Led SEO-driven product discovery by aligning feature pages, landing pages, and content structure with high-intent search queries, improving inbound lead quality for client products.
- Worked closely with performance marketing teams to optimize landing page UX and onboarding flows, increasing conversion from traffic to activation.
- Applied funnel analysis and user behavior insights to recommend UX and flow changes, improving engagement and feature adoption across client SaaS platforms.
- Designed and iterated UI/UX flows using Figma with a strong focus on usability, clarity, and conversion, informed by real user feedback and analytics.
- Directed the end-to-end development of Emission SaaS products, writing detailed PRDs, defining API contracts with developers, and designing scalable database schemas, resulting in 230K grams of carbon reduction.
- Launched and managed internal products such as Bee Sustainable and BoostUp, leading cross-functional collaboration across design, backend, and frontend teams to align UX, automation, and business goals into cohesive product experiences.
- Partnered with 5 developers and 2 designers to deliver 9 major product releases ahead of schedule, overseeing API integration flows, database optimization, and QA testing.
- Built a full-scale LMS system from scratch, integrating AI-based Voice/Face Cloning, admin dashboards, and progress tracking, now used internally for onboarding and training, reducing onboarding time.

**Product Manager (Internship)**  
**DigitalGoWhere Private Limited**

01/2022 - 06/2022  
Gurgaon

- **Supported** senior PMs in defining **feature requirements** by translating business problems into clear user stories, acceptance criteria, and basic wireframes.
- **Conducted competitive benchmarking** and **user feedback studies** to **identify UX gaps** in onboarding, payment flows, and dashboards.
- **Created low-fidelity prototypes using Figma** and collaborated with designers to refine information architecture for web and mobile interfaces.
- **Analyzed event data from early product usage** to identify drop-off points and recommended improvements that reduced onboarding friction.
- **Assisted in testing production builds, validating use cases, and maintaining regression test sheets** for stable release cycles.

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**PROFESSIONAL CERTIFICATIONS**

**Certified Scrum Product Owner (CSPO)**

2024-2026

May 2024

Google Project Management Certificate

May 2024

Google Agile Project Certificate

Feb 2024

Machine Learning: Python

Jun 2023

SQL BootCamp

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**EDUCATION**

**PGDM - Research and Business Analytics**

2023-2024

*Welingkar Institute of Management, Mumbai*

**BBA (HONS)- International Business**

2020-2023

*University of Lucknow, Lucknow*