

SHUBHAM NAYAK

+91 7275639808 | nykshubham5@gmail.com | <https://linkedin.com/in/shubhamnyk> | ShubhamNayak.com | Noida, Uttar Pradesh

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
<ul style="list-style-type: none">• 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.	

PROFESSIONAL CERTIFICATIONS	
Certified Scrum Product Owner (CSPO)	2024-2026
Google Project Management Certificate	May 2024
Google Agile Project Certificate	May 2024
Machine Learning: Python	Feb 2024
SQL BootCamp	Jun 2023

EDUCATION	
PGDM - Research and Business Analytics	2023-2024
<i>Welingkar Institute of Management, Mumbai</i>	
BBA (HONS)- International Business	2020-2023
<i>University of Lucknow, Lucknow</i>	