

SHUBHAM NAYAK

+91 7275639808 | shubhamnyk08@gmail.com | <https://linkedin.com/in/shubhamnyk> | ShubhamNayak.com | Noida, Uttar Pradesh

PROFILE SUMMARY

Product Manager (CSPO) with 3+ years of experience working on analytics-driven SaaS products, including systems that process operational data and surface actionable insights. Background in product discovery, requirements definition, and close collaboration with engineering to ship reliable, data-heavy features.

Key Skills:

Product Discovery & Problem Framing | Customer & Stakeholder Research (Ops, Engineering) | PRD Writing, User Stories & Acceptance Criteria | Roadmap Planning & Execution Support | Data & Metrics Definition | Operational & Performance Analytics | SQL (Analysis & Validation) | API Integration & Data Flow Understanding | Dashboarding & Reporting (PowerBI, Excel) | Data Quality, Edge Cases & Failure Analysis | Agile & Scrum Execution | Cross-Functional Collaboration | JIRA, Asana, Figma (Flows), PowerBI, Postman, SQL, Linux, Excel | Technical Documentation & Structured Communication

PROFESSIONAL EXPERIENCE

Product Manager

08/2024 - Present

Noida

TriSoft Technologies Private Limited

- Led **end-to-end product development** for **TriPay**, a B2B payments and reconciliation platform, owning discovery, PRDs/user stories, engineering execution, release, and post-launch iteration.
- Worked hands-on with **raw operational data** (logs, failures, mismatches), translating messy signals into clear requirements, dashboards, and alerts for real-time system health and action.
- Built **analytics-driven workflows and predictive checks** (rule-based + anomaly detection) to surface high-risk failures early, enabling proactive intervention rather than reactive troubleshooting.
- Translated complex, domain-heavy problems into **simple, actionable product abstractions**, directly applicable to battery health, fault modes, and plant-level operational workflows.
- Partnered closely with engineering and stakeholders to **scope MVPs, manage trade-offs**, and define clear acceptance criteria and "Definition of Done" under reliability and scale constraints.
- Drove execution in Agile environments using **JIRA and Notion**, facilitating backlog grooming, sprint planning, and prioritization.
- Acted as the **product voice with customers**, feeding real-world pain points and constraints back into roadmap and feature decisions.

Product Lead

05/2023 - 08/2024

Gurgaon

DigitalGoWhere Private Limited

- 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)

01/2022 - 06/2022

Gurgaon

DigitalGoWhere Private Limited

- 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

May 2024

Google Project Management Certificate

May 2024

Google Agile Project Certificate

Feb 2024

Machine Learning: Python

Jun 2023

SQL BootCamp

EDUCATION

Msc in Economics - Applied Economics

2025-2027

Symbiosis International University

PGDM - Research and Business Analytics

2023-2024

Welingkar Institute of Management, Mumbai

BBA (HONS)- International Business

2020-2023

University of Lucknow, Lucknow