

# 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.

<b>Product Manager (Internship)</b> <b>DigitalGoWhere Private Limited</b>	<b>01/2022 - 06/2022</b> <b>Gurgaon</b>
<ul style="list-style-type: none"><li>• <b>Supported</b> senior <b>PMs</b> in defining <b>feature requirements</b> by translating business problems into clear user stories, acceptance criteria, and basic wireframes.</li><li>• <b>Conducted competitive benchmarking</b> and <b>user feedback studies</b> to <b>identify UX gaps</b> in onboarding, payment flows, and dashboards.</li><li>• <b>Created low-fidelity prototypes</b> using <b>Figma</b> and collaborated with designers to refine information architecture for web and mobile interfaces.</li><li>• <b>Analyzed event data</b> from early product usage to identify drop-off points and recommended improvements that reduced onboarding friction.</li><li>• <b>Assisted in testing production builds, validating use cases, and maintaining regression test sheets</b> for stable release cycles.</li></ul>	

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

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