
PRANJAL SHUKLA

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PROFESSIONAL SUMMARY

Dynamic and innovative Computer Engineering graduate with advanced postgraduate certifications in Product Management and Software Development. Demonstrates exceptional data management and web development proficiency, utilizing tools like React.js and Next.js to enhance system performance and user experiences. With a strong foundation in technical and strategic aspects of software development, including expertise in graph database systems, I am now poised to transition into a Product Management role. My blend of technical acumen and strong problem-solving skills, complemented by effective communication abilities, makes me an ideal candidate for driving product success in dynamic environments. My educational background, enriched with in-depth knowledge in market research, user research, prototyping, and product analytics, aligns seamlessly with the demands of product management roles. I am enthusiastic about leveraging my comprehensive skill set to contribute to and grow within the field of Product Management.

CORE QUALIFICATIONS

- **Product Management:** Proficient in overseeing the development and management of products, with a focus on optimizing user experience and achieving business goals.
- **Strategy Development:** Adept in formulating effective strategies for product development, market penetration, and user engagement.
- **Market Research:** Experienced in conducting comprehensive market research to gather insights on customer preferences and market dynamics.
- **Stakeholder Management:** Skilled in managing relationships with key stakeholders, including clients, team members, and external partners.

AREAS OF EXPERTISE

Product Management | Strategy Development | Market Research | Stakeholder Management | User Research | Prototyping | Product Analytics | GTM Strategy | Software Development | Data Management | Web Development | Problem-Solving | Communication | Risk Analysis | Resource Planning | Team Leadership | Structured Thinking | Code Optimization | RESTful APIs

EDUCATION

Product Management Certification Program, Duke Corporate Education & upGrad, GPA: 3.7/4, Mumbai, IN, 07/2023 - 04/2024

- **Course Modules:** Market Research for B2B 0-1 Product | User Research for a 0-1 Product | Create Artefacts | User Design for 1-N Product | Prototyping | MVP + Usability Testing | Product Analytics | Excel & SQL | Growth, Engagement & Monetisation | GTM Strategy | Product Planning & Development | Tech 101 for PMS

Postgraduate Diploma in Software Development (Blockchain), IIIT Bangalore, GPA: 3.6/4, Bangalore, IN, 10/2020 - 11/2021

- **Course Modules:** Fundamentals of Computer Science | Software Development Processes | Building Robust and Scalable Websites | Backend APIs | Rich and Interactive Web UI | Blockchain Fundamentals | Ethereum | Hyperledger Fabric

Bachelor of Technology in Computer Science, University of Mumbai, GPA: 3.45/4, Mumbai, IN, 08/2017 - 10/2021

- **Course Modules:** Analysis of Algorithms | Database Management Systems | Web Technologies | Software Engineering | Data Warehousing and mining | Machine Learning | Artificial Intelligence | Big Data Analytics

WORK HISTORY

Associate Software Engineer, Betaflux Consulting Pvt. Ltd. – Mumbai, IN, 01/2023 - Current

- Enhanced product speed and performance by 25-40% through strategic optimization initiatives, refined code efficiency, and optimized resource utilization.
- Collaborated with business analysts and project managers to achieve a 10% reduction in project completion time and a 15% cost saving.
- Conducted comprehensive code inspections on server-side applications, identifying and implementing speed optimization measures that resulted in a 60% enhancement of overall system performance.
- Spearheaded the development of application interface code using the MERN stack and mobile native websites, leading to a 30% reduction in page loading times and a 20% increase in user engagement.
- Directed extensive Research and Development (R&D) efforts, identifying and implementing cutting-edge tools and technologies, thereby enhancing the product's capabilities and efficiency.
- Led team workshops to foster innovation and collaborative problem-solving, resulting in the development of two high-impact projects.
- Implemented rigorous testing protocols, enhancing software quality and reducing bug rates by 20%.

Full-Stack Developer, Web3Werx – Mumbai, IN, 09/2021 - 12/2022

- Instrumental in the software engineering team, successfully delivering 5 innovative backend features, significantly enhancing the application's functionality and user experience.
- Spearheaded the backend development, masterfully creating RESTful APIs with sophisticated frameworks, achieving a remarkable 30% increase in system responsiveness and operational efficiency.
- Pioneered the design and execution of over 7 user interfaces for cutting-edge blockchain-based applications (DApps), directly contributing to a 20% surge in customer acquisition.
- Demonstrated exceptional expertise in user-centric design, seamlessly integrating user needs into the blockchain technology framework.
- Proactively led initiatives in blockchain application development, showcasing advanced skills in both technical innovation and market-driven design strategies.
- Developed and maintained comprehensive documentation, facilitating smoother onboarding of new team members and improving project handovers.
- Regularly conducted competitor analysis, which informed the introduction of three new features that users positively received.

PROJECTS AND CASE STUDIES

AgriMet Metaverse Application

- **Project Lifecycle Management:** Directed the complete lifecycle of 'AgriMet', an innovative metaverse-based shopping application. This included
- **Conceptualization:** Devised detailed user personas, refined user experience design, and selected appropriate technology stack.
- **Strategy Development:** Formulated an effective go-to-market strategy and established critical Key Performance Indicators (KPIs) for continuous evaluation.
- **Product Development:** Successfully translated the initial concept into a functional product, integrating technology with agriculture in a user-friendly interface.

Spotify Product Analysis

- **Comprehensive Teardown:** Executed an in-depth analysis of Spotify, focusing on design, functionality, and user experience.
- **Audience Segmentation:** Identified and defined diverse target audience segments, developing primary user personas based on unique characteristics.
- **Competitive Analysis:** Conducted a SWOT analysis of Spotify's competitors, extracting key insights for strategic decision-making.
- **User Journey Mapping:** Outlined detailed user journeys for various Spotify user types, pinpointing critical touchpoints and potential areas for enhancement.
- **Growth Strategy Formulation:** Developed a thorough growth strategy for Spotify, integrating findings from user persona studies and competitor analysis.

TECHNICAL SKILLS

- **Product Management Tools:** JIRA | Aha! | Trello | Jira | Confluence | Notion | ProductPlan
- **Data Analysis Tools:** Tableau | Excel | Google Analytics | SQL | MixPanel
- **Additional Tech Skills:** HTML/CSS | Ionic | JavaScript | Python | AWS | Figma | Miro | Balsamiq | UXExpressia | Google Forms

CERTIFICATIONS

- **Google Analytics (GA4) Essential Training**, Linkedin Learning, 09/ 2023
- **IBM Data Science Certification**, IBM, 04/2020

ACCOMPLISHMENTS

- **Product Teardown Competition, 1st Runner-up Certificate**, Duke Corporate Education & upGrad, 04/2023