PRANJAL SHUKLA

Barcelona, Spain ♦ +91 9167104339 ♦ pranjalshukla23@gmail.com ♦ LinkedIn ♦ GitHub ♦ Vercel

PROFESSIONAL SUMMARY

Dedicated Computer Engineering graduate with specialized certifications in Product Management and Software Development, I bring a robust skill set in data management and web development, leveraging React.js and Next.js for optimal system and user interface improvements. My technical expertise spans software development's technical and strategic facets, with a strong focus on graph database systems. Ready to shift into Product Management, I combine technical prowess, problem-solving skills, and effective communication to enhance product development and success. With a solid educational foundation and proficiency in market and user research, prototyping, and analytics, I am well-equipped to contribute to and excel in Product Management roles, keen to apply my skills in a dynamic setting.

CORE QUALIFICATIONS

- **Product Management**: Proficient in overseeing the development and management of products, with a focus on optimizing user experience and achieving business goals.
- **Software Development**: Experienced in spearheading the design and execution of both front-end and back-end components within website development, leveraging the MERN stack to enhance user experience while meeting strategic business objectives.
- **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.

EDUCATION

Masters in Product Management, Harbour.Space University, 03/2024 - Current
Postgraduate Diploma in Software Development (Blockchain), IIIT Bangalore, GPA: 3.6/4, Mumbai, IN, 10/2020 - 11/2021
Bachelor of Technology in Computer Science, University of Mumbai, GPA: 3.45/4, Mumbai, IN, 08/2017 - 10/2021

WORK HISTORY

Associate Software Engineer, **Betaflux Consulting Pvt. Ltd.** – Mumbai, IN, 01/2023 - 03/2024
- 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 and a 15% 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.
- 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.
- Regularly conducted competitor analysis, which informed the introduction of three new features that users positively received.

PROJECTS AND CASE STUDIES

Curativity Platform
- **Project Lifecycle Management**: Directed the complete lifecycle of 'Curativity', an innovative marketing service platform.
- **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.

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.

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 | UXExpressia | Google Forms

CERTIFICATIONS

- **Product Management Certification, Duke Corporate Education,** 02/2024
- **Google Analytics (GA4) Essential Training,** Linkedin Learning, 09/ 2023
- **IBM Data Science Certification,** IBM, 04/2020