

Pranjal Shukla

Product Manager

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SUMMARY

- Versatile professional with a strong foundation in **Computer Engineering** and postgraduate certificates in **Product Management** and **Software Development**
- Proficient in **data management**, excelling in designing and implementing robust solutions for **web development** and **graph database systems**. Skilled in leveraging technologies such as **React.js**, **Next.js**, and more to optimize system performance and enhance user experiences
- Eager to transition into a **Product Management** role, combining **technical expertise** with adept **problem-solving** and effective **communication** to drive **product success**

KEY SKILLS

- **Product Development & Management** • **Full Stack Software Development**
- **Risk Analysis & Mitigation** • **Resource Planning & Estimation** • **Team Leadership & Collaboration**
- **Product Optimization** • **Product Knowledge (Discovery, Strategy, Delivery, Optimization)**
- **Problem-Solving & Structured Thinking** • **Effective Communication & Stakeholder Management**

TECHNICAL SKILLS

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

EDUCATION

Product Management Certification Program Jul '23 - Apr '24
Duke Corporate Education & upGrad GPA: 3.7/4 Mumbai, IN

- **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) Oct '20 - Nov '21
IIIT Bangalore GPA: 3.6/4 Mumbai, IN

- **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 Aug '17 - Oct '21
University of Mumbai GPA: 3.45/4 Mumbai, IN

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

PROJECTS AND CASE STUDIES

- **AgriMet Metaverse App**
 - **Oversaw** the entire **lifecycle** of AgriMet, a groundbreaking **metaverse-based shopping application**
 - **Led** the **conceptualization phase**, crafting detailed **user personas**, optimizing **user experience design**, selecting the **technology stack**, formulating a robust **go-to-market plan**, and establishing **key performance indicators** for ongoing evaluation
 - Successfully translated the **concept** into a **tangible product**, showcasing a seamless integration of **technology** and **agriculture** within an **intuitive user interface**
- **Spotify Product Teardown**
 - Conducted a comprehensive **product teardown** on Spotify to gain insights into its design, functionality, and user experience.

- Identified diverse target audience segments and created primary **user personas** based on distinct user characteristics
- Conducted a **SWOT analysis** on Spotify's competitors, extracting insights to inform strategic decision-making
- Mapped detailed **user journeys** for different Spotify user types, highlighting touchpoints and areas for improvement
- Developed a comprehensive product **growth strategy** for Spotify, incorporating insights from user personas and competitor analysis

PROFESSIONAL EXPERIENCE

Associate Software Engineer

Betaflux Consulting Pvt. Ltd.

Sep '16 - Present

Mumbai, IN

- Achieved a **25-40% enhancement** in product speed and performance through strategic optimization initiatives, refining code efficiency, and optimizing resource utilization
- Collaborated with business analysts and project managers, resulting in a **10% reduction** in project completion time and a **15%** cost savings
- Conducted thorough **code inspections** on server-side applications, identifying and implementing speed optimization measures that resulted in a **60% enhancement** of overall system performance.
- Spearheaded the comprehensive development of application interface code using the MERN stack and mobile native websites, achieving a **30% reduction** in page loading times and a **20% increase** in user engagement
- Directed extensive **Research and Development (R&D)** to identify and implement cutting-edge tools and technologies, enhancing the product's capabilities and efficiency

Full-Stack Developer

Web3Werx

Jul '15 - Aug '16

Mumbai, IN

- Gained hands-on experience in **Ionic Capacitor** and **React Native** by liaising with the technical team of 20
- Assisted the software engineering team in delivering **5 new backend features** in the application
- Led **backend development**, and crafted **RESTful APIs** with frameworks, achieving a **30%** boost in system responsiveness
- Designed and implemented **7+ user interfaces** for **blockchain-based applications (DApps)** leading to a notable **20% improvement** in customer acquisition

CERTIFICATIONS

- **Google Analytics (GA4) Essential Training** | Linkedin Learning | Sep '23
- **IBM Data Science Certification** | IBM | Apr '20

Achivements

- Product Teardown Competition | **1st Runner-up Certificate** | Duke Corporate Education & upGrad | Aug '23