

Pranjal Karankar

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Experience

Walmart Labs AR, USA

Product Manager (shadowing) | August 2019 - Present

- Led development and launched Merchant Contacts Hub B2B product which improved outreach efficiency to business contacts by 50% and saved per year support costs through case deflection by \$1.04M
- Conducted A/B testing to analyze user behavior towards email notification against the in-app notification
- Designed UX prototypes and performed usability tests on chat communication feature between executives and suppliers
- Authored Product Helpdocs, API user manual and presented technical architecture to 300+ internal audience
- Coached cross-functional team of 8 engineers in Agile – Scrum and improved transparency using dot voting estimation

Software Engineer | July 2018 - Present

- Engineered APIs for supplier omnichannel experience which reduced average onboarding time from 60 days to 7 days
- Deprecated more than 90% of support entry points, effectively improving Net Promoter Score from -30 to 0 in the pilot phase
- Automated tax documents verification and digitized contracts and agreement requirements using electronic signature feature
- Established CI/CD process with automated containerized deployments in Kubernetes cluster reducing computing cost by 30%

Accenture India

Associate Software Engineer | June 2015 - June 2016

- Developed Item Hierarchy of 10+ FMCG products for a cluster sales data analysis of European operations of Unilever
- Created web-based data visualization dashboards for a real-time outlook on the grouping of the items in their hierarchy
- Worked with executive leaders to analyze and report historic sales data for swift analysis to drive strategic business decisions

Projects

Privacy Shield

- A B2C platform that simplifies social accounts' privacy settings at one place and provides proxies to hide actual user information
- Conducted landing page campaign, interviews, A/B tests for problem validation and usability tests using mobile-first prototypes
- Designed customer journey maps, personas, prioritized list of features, roadmap and vision document

Homebrewed

- A B2C Platform to build digital restaurants using integrated ordering, marketing, rating and delivery for home kitchens
- Conducted ethnographic interviews and usability tests using low and high fidelity UX design prototypes

Skills

- **User Research:** Surveys, Ethnographic Interviews, Empathy Mapping, Personas, A/B Testing, Roadmap
- **Software Engineering / Design:** Java, JavaScript, SQL, Web Development, Lo-Fi (Balsamiq), Hi-Fi (Sketch, Figma)

Recognition

- **Dale Carnegie** Human Relations and Communication Course (12 weeks): Outstanding Performance Award
- **Walmart Merchant Technology:** Exceeds Expectations and 3 Cheers award
- **SunHacks Hackathon:** Runner up award for FindEasy – a networking app for odd job seekers

Product Certifications

Haas School of Business, University of California Berkeley

Product Management Studio

Stanford University Continuing Studies

Fundamentals of Product Management

UX Design in Product Leadership and Management

Scrum.org Professional Scrum Product Owner I (PSPO)
Professional Scrum Master I (PSM)

Education

Arizona State University

GPA: 3.6 / 4.0

Master of Science, Software Engineering | May 2018

University of Pune

GPA: 3.8 / 4.0

Bachelor of Engineering | May 2015

Harvard Business School Online

Pass with Honors

CORe – Economics, Financial Accounting, Business Analytics | August 2019