Rishi Goel

Systems Design Engineering, University of Waterloo, Class of 2019

🌐 rishigoel.github.io

in linkedin.ca/in/rishigoel1

📱 905.220.1681

✉ goelrishi12@gmail.com

github.com/rishigoel

Tools

Product: A/B Tests, Feature Experiments, User Tests, Sketch, Invision

Analytics: Google Analytics, Firebase, Fabric, App Annie

Tracking: Jira, Trello

Languages: Swift, SQL, Java

Experience

Product Manager on Growth, Yelp (September 2017 - December 2017)

- Increased onboarding completion by 7%, searches by 5%, and business page views by 4% via experimentation
- Oversaw the implementation of Google 1-Click authentication across all platforms, working with designers and developers to drive signups and leverage key technologies
- Improved metric tracking accuracy by refactoring our calculation logic and scoping out numerous dashboards
- Experimented with various tooltip flows to enhance new user education and boost feature engagement
- Analyzed new user data to make product decisions and score OKRs

Emerging Products Engineer, Wattpad (January 2017 - April 2017)

- Built and launched Tap, a chat-style storytelling app, using Swift on a 2 person development team in 3 weeks
- Doubled percentage of DAU on certain features by analyzing data and user insights from Firebase and Fabric
- Optimized subscription revenue/flow through A/B testing and user testing
- Reached feature parity pre launch by competively analyzing similar apps
- Managed weekly release cycle via Trello

Mobile Developer/Digital Consultant, Capco (May 2016 - August 2016)

- Worked on the iOS and Android Caribbean mobile banking app for one of the big five banks in Canada
- Collaborated with the client on a daily basis in order to determine project requirements, features and UX
- Utilized protocol-oriented-programming, delegates and closures in order to retrieve and display data

Solutions Prototype Developer, Manulife RED Lab (September 2015 - December 2015)

- Created personas and conducted user studies in order to design and develop high fidelity prototypes
- Evaluated design concepts via A/B Testing and usability testing

Projects

Vote the 6ix: A Google Chrome extension that enhances the NBA All-Star voting process

- Published a Chrome extension that allows users to vote for Kyle Lowry and DeMar DeRozan in 2 clicks
- Accounted for over 1000 votes from 300 users during 1 month of All-Star voting

2Pay: A Swift iOS app that helps make mobile retail shopping a more pleasant experience

- Developed an iOS prototype that scans your drivers license/credit card for shipping and billing information by using open source libraries