

# ADITYA RAJ

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## EXPERIENCE

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### Co-founder — [Mockpeers.com](#)

OCT 2022 – PRESENT

- Developed mockpeers.com, a **community-driven platform**, with a goal to connect aspirants and practice free mock interviews with **2000+ users**
- Conducted extensive user research, including conducting numerous user interviews, resulting in a deep understanding of customer needs and pain points.
- Developed and executed successful Go-to-Market strategies, resulting in a 30% increase in customer acquisition.
- Rapidly turned ideas into prototypes, reducing time-to-market by 40% and leading to successful product launches
- Built with **no-code tools**, the site observed registrations of more than **200+** PM aspirants within **1st week** of launch; Responded to user feedback and issues to improve product functionality

### Product Management Consultant – Oogway

JAN 2022 – OCT 2022

- Increased the **user engagement** rate by **60 %** by developing Oogway evaluate app to enable users to ask their queries and make data-informed decisions on time delivery
- Conducted consumer surveys and user interviews to gauge user satisfaction and collect feedback on oogway product range to deliver functional and quality improvement
- Manage development of Oogway products during the **product life-cycle** with a team of **5 engineers, 2 designers, 1 QA**
- Successfully identified business problems and developed effective solutions through thorough market analysis and customer research.

### Product Management Intern – Josh talks

NOV 2021 – DEC 2021

- Increased the **viral coefficient rate** by **25%** by developing P2P call sharing feature for **170k paid users**
- Design and implemented an in-app survey to determine the traffic source of our **2.5 million downloads**
- Planned and executed **A/B testing** to determine optimal referral placement, which led to a **40%** increase in referrals

## EDUCATION

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### IPU, DELHI — B.TECH in Computer Science,

AUG 2017 – SEP 2021

### Insurjo W'21 — Product Management Fellowship,

AUG 2021 – OCT 2021

- Improved my PRD writing, product thinking, user and market research, product roadmap, execution, and analytics through industry case studies.

## LICENSE & CERTIFICATIONS

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Technical Product Management, Project Management Institute (PMI)®- 2022

Agile Foundations, IIBA®- 2022

Scrum Basic & Advanced, Project Management Institute (PMI)®- 2022

Product Analytics, TPF- 2022

Software Development Life Cycle, LinkedIn Learning –2022

Google Analytics- 2022

Lean Six Sigma Yellow Belt, The Council for Six Sigma Certification (CSSC)®-2022

## SKILLS & TOOLS

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**TOOLS:** Jira, Figma, Google Analytics, Asana, Tableau, Confluence,

**SKILLS:** SQL, Python, HTML/CSS, Data Analytics, Scrum, Agile methodology, SDLC, Wireframing, Product Design, Prioritization, APIs, Product roadmap, Strategy, A/B testing and Experimentation, Business Strategy, Project Management