

# Sanjana Mehta

## Product, Design and Strategy



## EXPERIENCE

### Product Manager @ Bitcoin.com

Tokyo, Japan

Sept 2019 - Present

- Leading the product team for Bitcoin.com Card, a cryptocurrency powered prepaid debit card
- Working cross functionally to build Bitcoin.com's central management platform, Bitcoin.com Account, from conception to launch
- Led end to end product and strategy efforts across growth, engagement and platform for Bitcoin.com Buy and Bitcoin.com Local to achieve over 30% MoM increase in trade volume for Bitcoin.com Buy and 20% MoM increase in revenue for Bitcoin.com Local
- Launched Steam integration to trade CS:GO items for Bitcoin Cash and Marketplace, a p2p, permission-less marketplace for buyers and sellers on Bitcoin.com Local

### Product Manager @ Orb Inc

Tokyo, Japan

Nov 2017 - Sept 2019

- Planned and led two successful launches of our services around local currency wallet and gamified points projects. Find more details [here](#).
- Built our API Standards to ensure we were releasing consistent and effective APIs
- Responsible for all product initiatives at Orb. Owned following functional areas at Orb: Product Management, Product Design and Program Management
- Worked with senior leadership to chart a vision for and develop our commercialized product

### Consultant @ Webstaff Co. Ltd.

Tokyo, Japan

Aug 2016 - Sept 2017

- Specialized in hiring professionals for IT companies. Generated 7.5M yen in revenue.
- Conceptualize and design the organization's marketing and communications materials
- Web design and UX for the organization's website

## SKILLS

### Product

Agile Product Management & Delivery, Audience Segmentation, Data Analysis, Product Strategy, Retention & Engagement, Usability Heuristics, Data Modeling

### Tools

Amplitude, One Signal, Customer.io, Notion, Whimsical, Miro, Google Data Studio, Github, Postman

### Design

Figma, Prototyping, Wireframing, User Testing

## EDUCATION

### College of Engineering, Pune

2012-2016 | India

Bachelors in Electrical Engineering

## INTERESTS

cryptocurrencies, mindfulness, travel and dogs