

# Sanjana Mehta

## Product, Design and Strategy



## EXPERIENCE

### Product Manager @ Coinbase

Tokyo, Japan

Jan 2022 - Present

### Product Manager @ Bitcoin.com

Tokyo, Japan

Sept 2019 - Jan 2022

- Product Lead for Bitcoin.com Card, a cryptocurrency powered prepaid debit card and driving it's product roadmap
- Working cross functionally to build Bitcoin.com's user management platform, Bitcoin.com Account, from conception to launch
- Delivered a multi-partner network on Bitcoin.com Buy to achieve over 30% MoM increase in trade volume
- Led end to end product and strategy efforts across growth for Bitcoin.com Local to achieve over 20% MoM increase in revenue
- Launched 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.
- 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 and Roadmaps, Retention & Engagement, Usability Heuristics, System Design

### Tools

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

### Design

Figma, Prototyping, Wireframing, User Testing

## EDUCATION

### College of Engineering, Pune

2012-2016 | India

Bachelors in Electrical Engineering

## INTERESTS

cryptocurrencies, cycling, travel