Sanjana Mehta
Product Manager

Experience

Product Manager II @ Coinbase
Jan '22 - Present | Tokyo

- Lead PM for Coinbase's product and strategy efforts in Japan
- Execute product localization by partnering with user research/attending user interviews to regularly understand local market expectations and use those insights to drive the product roadmap
- Launched Coinbase Wallet and new assets in Japan by navigating regulatory constraints, distilling complex subject matters for legal/compliance/security, and collaborating on technical decisions with engineers
- Leading a portfolio of experiments across onboarding funnel optimization (activation) and retail pricing (engagement and revenue)

Product Manager @ Bitcoin.com
Sept '19 - Jan '22 | Tokyo

- Contributed to the development of the overall product strategy and product roadmap at Bitcoin.com
- Led and managed all aspects of developing and executing the Bitcoin.com Card product - from product design, to vendor selection, product delivery and go-to-market
- Contributed to define the framework and metrics to measure the impact of our product offerings
- Delivered a multi-partner network on Bitcoin.com Buy to achieve over 30% MoM increase in trade volume
- Worked closely with the engineering team to launch Shared Wallet, a core upgrade to the Bitcoin.com Wallet that requires multiple signatures to execute a transaction as a two-factor authentication mechanism

Product Manager @ Orb Inc
Nov '17 - Sept '19 | Tokyo

- Negotiated timelines, wrote requirement documents and influenced internal and external stakeholders of our services to launch two projects around local currency wallet and gamified digital currency wallet
- Created actionable roadmap for the engineering team to build beautifully designed developer-oriented APIs
- Crafted flows, prototypes, and high-fidelity visuals for all initiatives by designing features that ship quickly and with high quality

Consultant @ Webstaff Co. Ltd.
Aug '16 - Sept '17 | Tokyo

Core Skills

Product
Agile Product Management & Delivery, Audience Segmentation, Data Analysis, Product Strategy and Roadmaps, Retention & Engagement, Usability Heuristics, System Design, Prototyping, Wireframing, User Testing

Tools
Amplitude, One Signal, Customer.io, Whimsical, Miro, Figma, Google Analytics, Looker, Github, Postman, Notion

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Education

College of Engineering, Pune
2012 - 2016 | India

Bachelors in Electrical Engineering