

Sanjana Mehta

Product Lead



sanjsmehta.xyz

Experience

Product Lead @ Rated Labs

london

apr '23 - present

- own the product stack - from conception to launch and growth
- launched + grew the API business (first ARR business) to \$500k+ ARR
- grew network footprint 5x & onboarded Figment, Google, Lido, MMI++
- launched self-reporting and pool onboarding for node operators and pools to inc Rated's mappings coverage from ~40% to ~80%
- spearheading a 0 → 1 team validating problem spaces that will become Rated's next big bet

Product Manager II @ Coinbase

tokyo

jan '22 - feb '23

- first product hire in Japan, launched Coinbase's consumer app w/ simple trade
- delivered a localized app by leveraging user research + interviews, aligning features with local market expectations. brought onboarding metrics to atpart
- launched localized CB wallet in JP, leading legal, security, and engineering collab for regulatory compliance and timely release
- ran experiments on onboarding (acquisition) and retail consumer pricing (retention), tripling revenue quarter over quarter

Product Manager @ Bitcoin.com

tokyo

sept '19 - jan '22

- owned e2e development of the bitcoin.com card (vendor selection, productX, pricing, gtm)
- delivered a multi-partner network on bitcoin.com buy, achieving 30% MoM growth in tx vol (and hence, revenue)
- launched multisig shared wallet, a core upgrade to the bitcoin.com wallet for enterprises and advanced users

Product Manager @ Orb Inc

tokyo

nov '17 - sept '19

- managed roadmap and delivered req's for launching local and gamified digital currency wallets in Japan
- worked in close collab w/ the CTO to ensure high quality, timely product delivery
- delivered user flows and high fidelity prototypes (filled in the designer shoes)

Consultant @ Webstaff Co. Ltd.

tokyo

aug '16 - sept '17

Core Skills

Product

agile product management & delivery, go-to-market, product strategy and roadmaps, audience segmentation, data analysis, retention & engagement, usability heuristics, system design, prototyping, wireframing, user testing, growth

Tools

amplitude, posthog, one signal, customer.io, whimsical, miro, google data studio & google analytics, looker, github, postman, notion, aws cloudwatch

Design

figma, prototyping, wireframing, user testing

Education

College of Engineering, Pune

2012 - 2016 | india

bachelors in electrical engineering