Sanjana Mehta

Product & Strategy

building in blockchain staking infra w/ extensive xp in consumer centric crypto apps

Experience

Product Lead @ Rated Labs   *london*
apr '23 - feb '25

- own the product stack at Rated; from ideation to launch + growth
- designed, launched and scaled the API business to $500k+ ARR [our first rec rev. line]; grew our network footprint 5x
- launched self-reporting and pool onboarding for operators and pools on ethereum to inc Rated's mappings coverage from ~40% to ~80%
- leading product efforts for our 0 → 1 skunkworks team to validate Rated's next product bet

Product Manager II @ Coinbase   *tokyo*
jan '22 - feb '23

- first product hire in Japan; led product roadmap and strategy in Japan, increasing asset footprint by 300%, MAU by 200%, and ARRPU by 20%
- delivered a localized consumer trading app by leveraging user research + interviews, aligning features with local market expectations
- launched localized CB wallet in JP with legal, security, and engineering collaboration to ensure 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 revenue
- launched multisig wallet, a core upgrade to the bitcoin.com wallet for enterprises and advanced users

Product Manager @ Orb Inc   *tokyo*
nov '17 - sept '19

- launched an API suite for orb's DLT middleware, enabling local governments and communities to create their own digital currencies
- worked closely with the CTO to ensure timely, high-quality 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, growth, product leadership

Tools

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

Design

figma, prototyping, wireframing, user testing, v0 dev

Education

College of Engineering, Pune
2012 - 2016 | india

bachelors in electrical engineering