

# RISHABH SHUKLA

Ex- Product Manager at Intel & Paytm | MBA (IIM Ahmedabad) | B.Tech (IIT Jodhpur)  
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## WORK EXPERIENCE

### SF FIRE CREDIT UNION San Francisco, USA

*Product Manager (Practicum)* Aug 2024 – Present

- Developed **Multi-touch attribution** (MTA) to decrease cost per acquisition and shifting budget to more profitable channels
- Drove a **10% increase** in application conversion rate by analyzing user behavior and implementing a redesigned user flow
- Led a team of 4 interns implementing effective lean project management techniques using productivity tools such as Asana

### PAYTM | FINTECH COMPANY Noida, India

*Data Product Manager | Central Data Platform* Jul 2023 – Jul 2024

- Awarded **Best use of Real-Time Data Analytics in UX enhancement** by HP & Quantic for Paytm's clickstream analytics tool
- Spearheaded development of **Pulse AI Chatbot**, streamlining analytics workflow, leading to **20% boost** in analyst productivity
- Reduced monthly infrastructure cost by 30%, from \$150k to \$105k, by orchestrating cost optimization initiatives
- Enabled **Zero-lag ingestion** of 24B+ daily app clickstream events via Kafka, Spark/Flink, and OLAP pipelines; curated data to 8B for Superset dashboards over Druid, with Grafana ensuring end-to-end monitoring
- Led **40 User Interviews** and Training Workshops for Data Science & Risk team to identify user needs and foster data literacy culture

*Product Manager | Digital Investment and Online Insurance* May 2022 – Jul 2023

- Directed end-to-end development and launch of an **All-in-One investment** SaaS product, focusing on UX and accessibility
- Achieved a **150% increase** in investments (Stocks and Mutual Funds) within the first three months of launch
- Boosted conversion from **1.2% to 2.5%** by executing retargeting campaigns in collaboration with growth & marketing teams
- Developed and launched **Health Pass**, Paytm's first bundled health insurance product, generating **\$150,000** in revenue
- Led a team of **10 risk engineers** to build a **Fraud Detection** and Prevention system for the Cancellation Protect feature on Movie, successfully preventing **\$120,000** in fraudulent activities

### AIRTEL | GLOBAL TELECOMMUNICATIONS COMPANY Gurgaon, India

*Product Manager (E-commerce) – MBA Intern* Apr 2021 – Jun 2021

- Recommended **Intent Harnessing Widget** for **10%** increase in average transactions and **15%** increase in Repeat Visitors
- Conducted **competitive analysis** of 5+ competitors to enhance the purchase experience on Airtel Shop marketplace

### INTEL TECHNOLOGY INDIA | RESEARCH AND DEVELOPMENT Bangalore, India

*Software Engineer* Jul 2018 – Jun 2020

- Single PoC for **15%** server integration modules; Handled the execution and analysis of more than **500 test cases**
- Reduced **100+ man-hours** monthly by grouping scattered code files and **automating** the verification process
- Collaborated with **cross-functional teams** across **India, USA and Mexico** to design **encryption chip** for Apple iPhone 11, resulting in ~\$1B revenue. Earned **recognition** from **Senior Director** of Engineering at Intel for the project

## EDUCATION

UNIVERSITY OF CALIFORNIA DAVIS 2025

*Master of Science in Business Analytics (MSBA)*

INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD 2022

*Master of Business Administration*

INDIAN INSTITUTE OF TECHNOLOGY JODHPUR 2018

*Bachelor of Technology in Computer Science & Engineering*

## ACHIEVEMENTS & SKILLS

**Skills:** Product Management, FinTech, Customer Journey, PRDs, Data Modeling, 0-1 Products, SaaS, Data Pipeline, User Research, PaaS, Agile, Prioritization, Fraud Modeling, GTM, CRM, Product Analytics, Machine Learning, Looker, A/B Testing, KPIs, LTV  
**Tools:** SQL | Python | JIRA | Figma | Balsamiq | CleverTap | Zeplin | R | Google Analytics | BigQuery | Excel | Slack  
National Finalists in Product Management contest by PM School (Top 10 | 1500+ teams)  
Graduate Student Analyst, UC Davis | Grader in courses - Decision Analytics & Statistics Foundations for Business Analytics