

Vanshaj Vohra

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WORK EXPERIENCE

Product Management Intern, Tecsyst Inc.

Jan 2023 – Apr 2023

- Authored **30+ user stories** and launched **10+ new API features**, defining the scope, and advancing the **product roadmap** of an omnichannel order management platform comprising 25+ REST APIs & microservices.
- Participated in every step of the scrum process including **sprint planning, review and retrospective**, and **led product backlog refinement meetings** to prioritize and refine the backlog, enabling better release planning.
- Outlined and published **marketing documentation** for the company blog, including **business cases**, highlighting the benefits of using REST APIs for supply chain management to onboard new businesses.
- Conducted **performance testing** and developed environment-agnostic **Postman collection workflows** to expedite new user onboarding, resulting in a 35% decrease in client setup time.

Product Development Intern, Ford Motor Company

Sep 2023 – Dec 2023

- Diagnosed build crashes and system message logs during sanity testing and wrote comprehensive **user stories** with actionable insights to support developers & QA engineers, collaborating across **cross-functional teams**.
- Reduced broadcast delays during Android Auto boot-up in Ford infotainment systems by 60% using Kotlin.

Product Developer, AutoCate

May 2022 – Aug 2022

- Pioneered and launched a company dashboard in Python, Flask and PostgreSQL that acts as an interface between the admin and the users, and allows for CRUD operations and user authentication.
- Conducted **market research**, and **value proposition analysis**, defined **MVP** and designed **usability studies** for 100+ beta users, discovering the top addressable challenges and iterating based on the feedback.

Software Engineering Intern, Ciena

Sep 2021 – Dec 2021

- Built a prototype of a web-based visualizer in JavaScript to visualize key relationships between different network domains & microservices, impacting 250+ developers with real-time troubleshooting.

SKILLS

- **Programming Languages:** Python, TypeScript, JavaScript, C++, Java, Kotlin, HTML & CSS
- **Frameworks/Tools:** Jira, Agile methodologies, Microsoft Office Suite, Azure, React, Git, Figma, Postman
- **Other:** Scrum, Product Strategy, User Research, Wireframing, Prototyping, Product Lifecycle Management

EDUCATION

Bachelor of Computer Science(Honours), University of Waterloo

Sep 2020 – Apr 2025

Major: Computer Science(Honours) with Human-Computer Interaction Specialization

Relevant Coursework: User Interfaces, Business Technology and Infrastructure, Entrepreneurial Strategy, Technical Writing, Software Design and Architecture, Introduction to Artificial Intelligence, Algorithms, Operating Systems, Data Structures and Data Management, Object-Oriented Programming

PROJECTS

Resonance, Social Music Streaming Network

Dec 2022

- Conceptualized a community-based social music streaming service and designed a comprehensive **customer acquisition strategy** using the **Bowling Alley framework** for user adoption after identifying key **beachhead groups**, establishing a serviceable obtainable market of 2.2 million users.
- Conducted a thorough market and **competitive analysis** to support the unique value proposition and defended it using a detailed analysis of **Porter's 5 Forces model** for the music streaming industry as part of a team of four.

Lingz, Multilingual Learning Service

Jan 2019

- Led a team of four to the 2018-19 Conrad Innovation Challenge semi-finals by conceptualizing a service that translates MOOCs to multiple languages through audio translation, making online education more accessible.
- Drove **product strategy** that included building partnerships with existing MOOC providers and an extensive **subscription-based business model** that demonstrated the ability to increase profit by 35% yearly.
- Created **high-fidelity mobile** and **web wireframes** using Figma to showcase the service's user interface.