

VIVEK UPADHYAY

PRODUCT MANAGER

IT Product Manager & Business Analyst having 5+ years of experience specializing in Product management, Project management & Business operations. I believe long term goals are achieved when we break them into smaller achievable goals.

SKILLS & ABILITIES

- Product Management
- Analytical & Data Interpretation
- Technical Product R&D
- Market & Competitor Research
- Financial Modeling/ Forecasting
- Requirement Gathering/Analysis
- Go-to-Market Launch Plans
- Product Roadmaps
- Product Lifecycle Management
- Agile/Scrum Methodologies
- Team Leadership
- Client Management
- Project Management
- Worked on issue tracking & Project management tools like JIRA/ Orange Scrum/ Basecamp
- Creation of low & medium fidelity wireframes
- Knowledge of SQL & DBMS
- Proficient in MS office (Word, Excel, Visio, PowerPoint)
- Knowledge of Advanced Excel, VBA

AWARDS

Shooting Star of the Month

Careers360 (Mar 2018)

Managed to launch the product in shortest possible time & awarded for excellent Project Management skills.

WORK EXPERIENCE

Product Manager & Business Analyst

Careers360 (Nov 2017 - Till Now)

- Developed & managed to launch the flagship products which includes two B2C and one B2B product.
- Appointed by the CEO to lead the app services to be responsible for the product vision, planning, design, usability, and quality of releases.
- Analyze product metrics and trends to assess product health and improvement opportunities.
- Translate roadmaps into manageable product backlog & maintaining the prioritized backlog of user stories, features & defects.
- Generated revenue by selling 20 copies of the newly launched product without any marketing in just 30 initial days & it goes on with marketing.
- Succeed to achieve the target to increase app install to registration ratio from 50% to 80%.
- Increased user engagement in-app & tried to decrease the uninstalls.

Business Analyst & Project Manager

Techlet Solutions Pvt. Ltd. (Mar 2015 - Nov 2017)

- Involved in facilitation of scrum ceremonies (product backlog, grooming, sprint planning, daily stand-ups, review, and retrospectives).
- Responsible to manage clients, team (12 and plus), handle multiple projects, production launch of apps, requirement analysis, risk management, project tracking.
- Worked closely with project stakeholders, SMEs, project manager & staff to understand the requirements and analyzing specifications for new applications along with modification of the existing application.
- Worked with issue tracking tools like JIRA (with Admin access), Orange scrum, Basecamp, Asana, Documentation tools MS Word, MS Excel & MS PowerPoint & Wire-framing tools MS Visio, Axure, Proto.io, Balsamiq, Pidoco.
- Possess business writing skills in creating Business Requirements Document (BRD), Use Case Specifications, Functional Specification Document (FSD), Systems Requirements Specification (SRS), Use Case Diagrams, Activity Diagrams, Sequence Diagrams, Wireframe Diagram, and Deployment Diagram.

CERTIFICATIONS

- Agile Project Management (iACT Global)
- Six Sigma Green Belt Certification (iACT Global)
- Become a Product Manager (Udemy)
- Introduction to Product Management (Udemy)
- Advanced Google Analytics Certification

CONTACT DETAILS

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Associate Business Analyst

Promatics Technologies Pvt. Ltd. (Aug 2013 - Mar 2015)

- Functioned as the liaison between the business line, operations, and the technical areas throughout the project life cycle.
- Interfaced with the client as part of requirement gathering, analyzing the information gathered and elicitation to finalize the scope to document the functional or business requirements.
- Worked on various tools like axure, proto.io, balsamiq, pidoco, edraw, draw.io, gliffy.com to create low & medium fidelity wireframes.
- Responsible for drafting all Business documents such as Proposals, SRS, FRD, BRD, etc. by using MS office tools excel, word, power-point & translating project needs to applications and operations.

EDUCATION

MBA in IT Management

Symbiosis Centre for Distance Learning, 2020

Electronics & Communication Engineering

GLNA Institute of Technology, UPTU, 2013