

Jwala Kumar Singh

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EDUCATION & LEARNING

- B. Tech in Chemical Engineering from **National Institute of Technology, Srinagar** (2016-2020)
- Sr. Secondary High School from **DAV Kapildev, Ranchi**. (89.6%)
- Matriculation from **Kendriya Vidyalaya Barkakana** (CGPA 10) .

EXPERIENCE

Associate Product Manager

Fincity (January 2023 to Present)

- Managed JIRA for tracking the development of the Product.
- Reviewed and Planned the Sprints.
- Prepared Wireframe for the new Modules and implemented new features on our Product.
- Planned the B2C journey for our platform.
- Worked with Various stakeholders to develop the Homepage and Landing pages for our platform.
- Tracked the user behavior and analyzed the data by creating dashboards with the help of the Marketing team to track daily, weekly and monthly trends.

Product Associate

Vedantu (August 2020 to January 2023)

- Product analyst & user research for product led sales team to improve revenue contribution from direct purchases
- Assisted Senior Product Manager in sourcing Product materials and rolling out various Products.
- Conducted thorough User research to find the real mindset of users towards our product and understand Problem statements.
- Maintained good relationships with all of the stakeholders to guarantee a cohesive process and product integrity.
- Analyzed the performances of Vedantu's Course Page by conducting several A/B experiments.
- Instrumented the majority of events and maintained the event sanity.
- Improved the product metrics by analyzing several A/B experiments.
- Worked to develop a new payment panel for our web and mobile applications which resulted in the improvement of user engagement on our payments page by ~10%.
- Worked with Juspay to track the payment trends and analyze the user behavior.
- Tracked the user behaviour and analyzed the data by creating dashboards with the help of Amplitude to track daily, weekly and monthly trends.
- Improved my app's performance in terms of decreasing app's latency and decreasing the crash rate by giving insights to tech teams, telling them where the issues are present by analyzing the data.
- Improved the cost cutting by suggesting efficient methods to find the right users for the sales team to approach by analyzing user behavioral signals.
- Leveraged Knowledge in Amplitude, Salesforce, Metabase, MS Clarity, Jira, Confluence.

Content Developer

Vedantu (December 2019-Feb 2020)

- Worked in an SEO Q&A project, created more than 1500 articles and made them live.
- Did the tagging of the files and Quality analysis.
- Managed several Vendors and hired interns. cost cutting by suggesting efficient methods to find the right users for the sales team to approach by analyzing user behavioral signals.

ACHIEVEMENTS-

- Payments : Modernize existing payment experience bench-marked to best consumer grade experiences to improve experience & trust.
- Audited the existing payments experience & recommended enhancements on UPI, No Cost EMI, Coupon experiences etc. to potentially improve payments conversion by ~10%.
- Development of the redesign is in progress and expected to be launched by end Dec-22.

Sales Demo User Research : Reverse engineer good personalized sales pitching from counselors and attempt to productize it via product/assisted sales

- Analyzed ~80+ sales demo session recordings on JEE to
- Understand how counselors pitch courses to students/parents
- Identify the nature of questions/queries from parents and students
- Recommended several enhancements to our course page design to improve conversion in JEE Crash from 0.2% to 0.5%
- Amplitude Dashboard: Set-up metrics dashboard
- Improved my app's performance in terms of decreasing app's latency and decreasing the crash rate by giving insights to tech teams, telling them where the issues are present by analyzing the data.

Abilities

- Can Instrument the events and properties of an app or a website in the best manner.
- Can create dashboards for all features and can communicate them across the teams.
- Can conduct A/B experiments and can communicate the results to respected stakeholders.
- Can conduct any unbiased analyses, can find the root cause of any problem statements.
- Can conduct user research to track the user behavior.
- Can improve the product metrics.
- Can help you in improving the app/web's performance in terms of latency and crashes.

Extra-Curricular Activities

- Internship Coordinator of Batch 2016-2020.
- Organizer of EMPEZAR'18 (Freshers Event).
- Organizer of RAVAANGI 19(Farewell Event).
- Awarded as Mr. Freshers in the College.
- Won several trophies in Inter NIT tournaments e.g Badminton, Kho-Kho , Kabaddi etc.
- Winner(Bronze) in National Essay Competition in 2017.