

## About Me

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I'm a product manager with over four years of experience in the technology sector. I've worked across startups, corporations and built products used by large scale enterprises. Learning is something I constantly strive for and bringing ideas to life excites me.

## Experience

4 years 1 month

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### Wingify, India

Aug 2017 to Present

#### Associate Product Manager, New Products

- Working with an internal team of 5 to build new revenue generating products for Wingify
- **Reach out to customers** and potential customers and understand their pain points
  - Ran research interviews remotely to understand pain points marketers
- **Quickly make Prototypes to test out new ideas**
  - Find out interesting ways to test out new ideas without investing a lot of engineering time.
- **Interact** with the inhouse designers and developers to ensure that product deadlines are met.
  - Write product specifications to help clearly state the assumptions we're testing and the outcome we're looking to achieve

### Checkin101, Auckland, NZ

Jun 2015 to July 2017

#### Co-Founder, Head of Product

*Checkin101 is a set of SaaS feedback tools used by project managers and senior leaders to get real time sentiment analysis to best support different stakeholders. [Media coverage](#)*

- Worked closely with my co-founders to build and launch the product(NodeJS+AngularJS stack). Subsequently defining the product strategy and roadmap.
- **Interact with customers** and outline **key metrics** to be tracked
  - Implemented a framework to track and measure key points of interaction.
- **Prototype and run tests** to understand user behaviour and uncover product insights.
  - Helped save project managers an average of 4 - 6 hours on a daily basis because of product iterations.
- **Manage** a distributed team of designers and developers to ensure that product deadlines are met.
  - Responsible for hiring the first members to the engineering team.
- **Built** the product, used in production by 10-12 Enterprises.
  - Oversaw the technical stack through two pivots.
  - Led the transition to a microservices architecture using AWS Lambda and DynamoDB.

### Justly, Auckland, NZ

Feb 2015 to Jun 2015

#### Product Developer

*Justly, is a SaaS platform for common people to create legal documents and get expert advice at a nominal cost.*

- **Prototyped, built and iterated**(Jquery + PHP stack) upon the first version of the product over the course of 3 months as part of the Lightning Lab Accelerator.
- Did **market research** and **competitor analysis** to help layout pricing strategy.

- Market research was done by field research in the workplaces of 4 law firms in Auckland.
- In charge of running **customer interviews** to assess the scope and viability of new features.
- **Collaborated** with the CTO and other members of the team to define key features for sprint cycles.

**Flexigroup NZ, Auckland, NZ**

**Mar 2015 to Jun 2015**

### **Digital Marketer**

*Flexigroup is a financial solutions provider working with a network of retailers, SME's and enterprise companies.*

- Planned out digital lifecycle for marketing campaigns in collaboration with the sales team for the year 2015-2016.
- Involved in designing, creating and generating content for the marketing campaigns.
- Skilled in Hubspot marketing software to track and measure lead conversion.

## **Other Experience**

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**Cognizant Technology Solutions, Cochin, India**

**Aug 2013 to Oct 2014**

**Product Developer(Node + AngularJS)**

**Make A Difference, Cochin, India(Non Profit)**

**March 2013 to April 2014**

**President, Cochin Chapter**

## **Education**

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**Post graduate Diploma in Computers and Information Sciences ,Auckland University of Technology, 2015**

- Specialized in Human Computer Interaction and Usage Centered Design

**Bachelor of Technology Computer Science and Engineering, Mahatma Gandhi University, 2013**

- General secretary, Student Council
- Placement cell representative, liaised with recruitment heads and organised recruitment drives.

## **Skills and abilities**

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- Experience with new product development and launches.
- Rapid prototyping and understanding of UX design.
- Experience and understanding of agile methodologies
- Experience in using Data Analysis to guide product strategy.

## **Interests**

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- Photography remains a fun hobby to date.
- Spoken word poetry is another interest of mine.
- Leveraging technology to build meaningful products for communities