



Accomplished and results-driven **Product Manager** with over 12 years of expertise in delivering innovative and user-centric solutions across diverse industries. Adept at aligning **business objectives** with **customer needs** through data-driven strategies and collaborative leadership. Seeking a senior-level opportunity to leverage expertise in **product strategy**, **cross-functional team leadership**, and **Agile methodologies** to drive **transformational growth**, optimize **user experiences**, and create impactful products that deliver measurable results for a forward-thinking organization.

PROFILE SUMMARY

- ❖ **Visionary Product Strategy Leader** with proven expertise in defining and executing long-term product strategies for learning solutions and website development, aligning business goals with user needs, and driving growth through innovation and customer-centric solutions.
- ❖ **Cross-Functional Leader** leading diverse, **cross-functional teams** including **UX designers**, **QA teams**, **developers**, and **business leaders** to deliver impactful products such as CMS and Website, Learning Management System, and Proposal Builder, while ensuring alignment with organizational objectives.
- ❖ **Stakeholder Engagement Strategist** skilled in engaging and managing key **stakeholders**, gathering requirements, conducting **design reviews**, and providing **product demonstrations** to ensure alignment and deliver cohesive **product experiences** that enhance **user engagement**.
- ❖ **Agile Transformation Expert**, with a strong advocacy for **Agile frameworks**, successfully implementing **Agile practices** in teams and overseeing **product lifecycle management** from ideation to launch. Demonstrated expertise in streamlining **design handoffs**, expediting time-to-market for features like the Mobile and Web App redesign and identity management solutions.
- ❖ **User-Centered Design & Innovation Expert** with expertise in applying **Design Thinking** principles to solve complex **business problems**, ensuring **user-centered design** solutions such as **wireframing**, **prototyping**, and **usability testing** to improve **customer experience** and enhance **product-market fit**, particularly with projects like the **Learning Management System** and **Proposal Builder**.
- ❖ **Brand Strategy & Visual Identity Architect** with experience in shaping and executing **brand strategies** and establishing **design systems** that ensure **brand consistency** across all platforms. Successfully led the creation of design systems for internal and client-facing platforms, improving **visual identity** and overall **user satisfaction**.

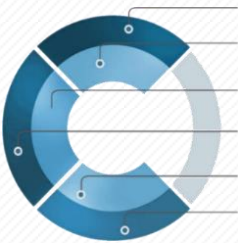
TECHNICAL SKILLS

Product Management Tools	Jira, Confluence, Whimsical, Miro, Pendo (Product Led Certification)
Design & Prototyping Tools	Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Zeplin, Whimsical
Software & Documentation	Microsoft Office Suite

CORE COMPETENCIES

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| ❖ Product Strategy & Roadmap Development | ❖ Agile Product Development | ❖ Brand Strategy & Identity Development |
| ❖ Cross-functional Leadership | ❖ Market Research & Competitive Analysis | ❖ Change Management & Process Optimization |
| ❖ Business & Product Alignment | ❖ UX/UI Strategy & Design Leadership | ❖ Strategic Planning & Execution |
| ❖ Stakeholder Management | ❖ User-Centered Design & Innovation | |

SKILL MATRIX

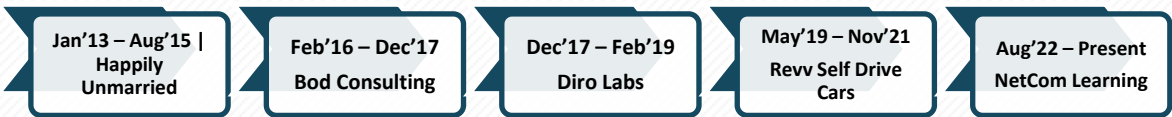


Progressive Leadership
Technology & Innovation
Data Driven Decision Making
Problem-solving and Result-oriented
Analytical Thinking and Critical Analysis
Global Mindset

EDUCATION & CERTIFICATIONS

- 🎓 Bachelor of Design | National Institute of Fashion Technology
- 🎓 Product Led Certification | Pendo
- 🎓 AI+ Product Manager | AI Certs
- 🎓 AI+ Project Manager | AI Certs
- 🎓 AI+ Executive | AI Certs

CAREER TIMELINE



WORK EXPERIENCE

Aug’22 – Present | NetCom Learning

Project: CMS and Website

Feb’24 – Present | Product Manager & POD Lead: CMS and Website Team

Growth Path:

Nov’21 – Aug’22 | Lead UX Designer

Aug’22 – Feb’24 | Assistant Manager UI/UX

- ❖ Led and mentored a team of designers, driving them to deliver high-quality, user-centric designs. Fostered a collaborative environment that improved team efficiency and reduced project delivery times.
- ❖ Oversaw the entire UX/UI design process, including research, ideation, wireframing, prototyping, and testing, ensuring that designs met client requirements and received positive user feedback.
- ❖ Developed and implemented design systems and guidelines, improving brand consistency across multiple platforms, resulting in increased user satisfaction and enhanced brand recognition.
- ❖ Collaborated with product managers, developers, and stakeholders to ensure design goals aligned with product strategies, leading to improved product usability and a reduction in post-launch revisions.

Highlights:

- ❖ Reduced design iteration cycles by 30% through enhanced collaboration with cross-functional teams, leading to faster approval times and improved project timelines.
- ❖ Improved user engagement metrics by 25% by optimizing design solutions, resulting in increase in user interaction across web and mobile platforms.

Project: CMS and Website, Learning Management System, and Proposal Builder

- ❖ Directed and mentored a team of designers, driving user-centric design solutions that aligned with business goals and user needs, resulting in enhanced team collaboration and high-quality deliverables.
- ❖ Supervised the entire UX/UI design lifecycle from research and ideation to final implementation, maintaining a user-first approach and ensuring designs were functional, accessible, and visually appealing.
- ❖ Established and enforced design systems, guidelines, and best practices, which ensured a cohesive visual identity across all platforms and improved brand consistency, contributing to increased user satisfaction.
- ❖ Collaborated with product managers, developers, and stakeholders to align design goals with the overall product strategy, ensuring that user needs were prioritized in every product decision.

Highlights:

- ❖ Led the design team in the successful launch of 15+ high-impact projects, improving product usability and increasing customer engagement by 20%.
- ❖ Streamlined design processes, reducing design cycle time by 25%, allowing for faster iterations and quicker time-to-market for new features.

May’19 – Nov’21 | Revv Self Drive Cars | Lead UX Designer

Project: Mobile and Web App Re-design

- ❖ Worked closely with the Customer Service team and Product Managers to identify and address customer pain points, improving overall user satisfaction and experience.
- ❖ Designed & iterated user flows for mobile and web platforms, enhancing the booking experience and ensuring intuitive, seamless interactions for end-users.
- ❖ Spearheaded the redesign of mobile and web applications, collaborating with Product Managers to create user flows, wireframes, and high-fidelity designs that aligned with user needs and business objectives.
- ❖ Delivered high-impact design improvements, contributing to a more engaging and efficient user interface across both mobile and web platforms, resulting in increased customer retention.

Dec’17 – Feb’19 | Diro Labs | Lead UX Designer

- ❖ Led a cross-functional design team to develop and implement user-centric solutions for identity management, resulting in improved user engagement and streamlined onboarding processes.
- ❖ Collaborated closely with stakeholders and product managers to guide product improvements, reduce complexities, and enhance user adoption, ensuring alignment with business objectives.
- ❖ Utilized Agile practices to optimize design handoffs and accelerate time-to-market for new features, driving product efficiency and ensuring consistent delivery of high-quality user experiences across mobile and web platforms.

PREVIOUS EXPERIENCE

Feb’16 – Dec’17 | Bod Consulting | Senior Graphic Designer

Jan’13 – Aug’15 | Happily Unmarried | Graphic Designer

Jun’12 – Aug’12 | Ogilvy | Graphic Designer Trainee

PERSONAL DETAILS

Date of Birth: 18th June 1988

Languages: English, Hindi