

RAJAT SHARMA

Bengaluru • 7298302186 • sharmarajat0802@gmail.com

Website (www.thesastapm.com), [Linkedin](#)

SUMMARY

Product Manager, passionate about designing lovable products that impact people's lives and choices. My keen insight into user needs and emotions is central to developing solutions that users love. I am driven by the conviction that product management is the art, science, and practice of building successful products and products successful. I am committed to continuing this journey of innovation and positive change.

WORK EXPERIENCE

Associate Product Manager, Kraftshala

Mar 2022 - Present

- Led end-to-end product lifecycle management for **7+ new builds** and automation, from the initial problem discovery, creating PRDs, to final user testing, **increasing product effectiveness substantially**
- Validated business ideas through **rapid Figma prototyping**. Gathered user feedback and showcased value to stakeholders, ensuring product development aligned with user needs and secured key stakeholder support
- Collaborated with Tech Lead to prioritize and plan **40+ sprints**, focusing on solving critical business problems based on impact and effort/urgency
- Identified manual bottlenecks and **streamlined operations** by integrating various tools (CRM, Google Sheets, JIRA, Traff) **through Pabbly and Zapier** to optimize workflows and reduce manual effort across the organization

Aspirant, Airforce (Defense Pilot) and UPSC-CSE

Jan 2017 - Mar 2022

- Built a strong foundation in social sciences (History, Geography, Sociology, Psychology, Economics) to **analyze market trends, identify user needs, and inform product development strategies**.
- Honed **time management and strategic planning skills** by balancing multiple subjects and their extensive syllabus.

PROJECTS

Expedited Student Job Placement by Building an End-to-End Placement Management System

- Achieved **30% faster placements** by creating a system that maps the right candidate with the right company by leveraging data and AI
- Reduced manual labor by 20%** by automating manual processes for internal teams to drive operational efficiency

Evaluated and Integrated a No-Code Live Chatbot and Ticketing System to Aid Customer Success

- Reduced first response time by 70%**, leading to improved user satisfaction and experience
- Reduced business costs, improved NPS, and **increased conversions by 14%** by connecting with high-intent leads promptly

Streamlined Screening Process (On-Demand Testing) of Leads

- Identified a key bottleneck in the screening process – limited scheduling options leading to high no-show rates for tests.
- Achieved a **180% increase in lead test submissions (from 4-5% to 15-17%)** without incurring additional acquisition costs by leading the development of an on-demand testing system, enabling leads to take tests at their convenience.

EDUCATION

Year	Degree	Institute	CGPA
2023 - Present	B.S in Data Science	Indian Institute of Technology, Madras	7.17
2012 - 2016	B.Tech in Mechanical Engineering	National Institute of Technology, Srinagar	8.425

OTHERS

- Skills:** Product Strategy, Road-mapping, User Research, Market Research, Product Analytics, Communication, Leadership, Marketing, Python, SQL, UI/UX, Product Thinking, Design Thinking, User-Emapthy.
- Certifications:** Product Management Basics by Pendo, Product Analytics by Pendo, Product Led Growth by Product School, AI for Product Management by Pendo, Product Design by Udacity
- Hobbies:** Badminton, E-Sports(CS2), Coaching (Academics, games & sports), Music, Travelling
- Tools:** Google Analytics, G-Suite, Mixpanel, Figma, Pabbly, Zapier, Leadsquared, Jira, Zoho SalesIQ, Zoho Desk, Uizard, Bubble.io