Sagar Vasnani

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WORK EXPERIENCE

Product Manager @ Juul Labs (eCommerce Team)   Apr 2022 – Present

- Product manager for the eCommerce and retail sites responsible for an annual revenue of over $40M. Building eCommerce features and supporting cross-functional programs in collaboration with legal, support, operations, and finance teams.
- *Support initiative:* Developed a new support website optimizing for quicker access to the most popular questions leading to 28% fewer support tickets and a third of consumers getting their support questions answered instantly.
- *Cost-saving initiative*: Demonstrated savings of $60k in annual vendor costs by transitioning a legacy military veteran program website to an in-house program and making two vendors redundant.
- *Sustainability initiative:* Built the eCommerce segment of the company's sustainability program that enabled diverting over 200k used devices away from landfills annually.
- *Subscription flexibility initiative*: Developed a low-risk plan to give subscribers responsible for over 90% of the revenue more flexibility with their subscription cadence.

Product Manager @ 6ya Inc (Two-sided Marketplace)   Jun 2021 – Apr 2022

- Product manager for a two-sided platform for helpers and help-seekers with an annual revenue of $8M. Developing initiatives for KPIs like service delivery, customer acquisition, and expert experience including acquisition, engagement, and retention.
- *Growth initiatives:* Optimized the marketing funnel with new initiatives by implementing an image-first design and a sense of urgency leading to an increase in customer conversion by 15.3%.
- *UX initiative:* Re-evaluated user flows for the existing pre-call and post-call user experience and the user touchpoints to identify and strip off the low-impact initiatives for a lean experience (elimination of waste).
- *Support initiative:* Collaborated with the Dev Team to handle an unnoticed stream of inbound communication by customers resulting in 80% more users getting their queries resolved by the Customer Support team.
- *Churn/Retention initiative:* Introduced churn reduction initiatives through virtual contact cards with an objective to improve the perception of value which led to a 4% reduction in trial churn.

Software Engineer @ Indus Valley Partners (Fintech Solution Provider)   Jun 2017 – May 2019

- Catalyzed growth from $50M to $1.75B in allocated funds for a new line of business by launching a suite of research and origination products for a multi-billion-dollar fintech client.
- Led and mentored the user experience team of three that contributed to 7% of the $17B total client AUM by orchestrating the front-end development of the suite of technical products using the agile methodology.
- Demonstrated 35% of savings in client's upfront infrastructure costs & operating expenses by eliminating legacy frameworks.

ENTREPRENEURIAL PRODUCT MANAGEMENT

Founder, Let's Meditate App (2 million users; Awarded *Rising Star* by Google)   2015 – Present

- Achieved #1 rank on Google Play Store among meditation apps during the pandemic by designing and engineering a distinctive technical product that addressed unmet user needs in the meditation app market.
- Procured two million lifetime users with over 98% user satisfaction by offering a unique value proposition and challenging the industry's existing *freemium* model.
- Generated growth from 0 to 200K monthly active users with an industry-leading user activation rate of 48%.

Founder, Pixl Drawer Mobile App (1 million users; Media coverage by 50+ channels) 2016 – 2018

- Drew initial user traction of 50K users with a pilot product that gave Android users access to the app drawer; grew the user base to 1M users by charting a product roadmap, designing, engineering, and launching the full product.
- Achieved a 2% conversion rate with sales of over 20,000 premium in-app items by prioritizing features per market research.

EDUCATION

Master of Science, Human Computer Interaction @ Indiana University, US (GPA: 3.9/4)   Aug 2019 – May 2021

- **Kelley School of Business - MBA**: Brand Management, Strategy, Market Analysis, Pricing, Negotiation, Law & Ethics
- **Luddy Design School**: User Experience Design, Interaction Design, User Research Methods, Design Strategy

Bachelor of Engineering, Computer Science @ Mumbai University, India (GPA: 7.75/10)   Aug 2014 – May 2017