

Sagar Vasnani

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5 years of Product background in **Engineering** + **Product Design** + **Marketing** + **Entrepreneurship**

Built 2 software companies singlehandedly with a reach of 3 million users & awards from Google & Samsung

WORK EXPERIENCE

Founder + Product Lead — Let's Meditate (Mobile App, 2.1 million users)

Oct 2015 — Present

Skills — Entrepreneurship • Mobile Apps • Android Development • Firebase • UX Research & Design • User Testing

- Singlehandedly designed, built, and launched a meditation app that received the 'Rising Star' award from Google by being responsible for the end-to-end product lifecycle including ideation, research, design, development, testing and launch.
- Employed growth strategies during COVID-19 resulting in the product ranking #1 meditation app on Google Play Store by developing a pandemic-specific roadmap to introduce relevant features and content and employing a social media strategy.
- Launched key initiatives based on emerging trends driving growth to 200K monthly active users & 98% user satisfaction by identifying pain points through user feedback and employing feature-driven development.
- Developed new capabilities around payments resulting in a 4x increase in revenue in less than a quarter by adding recurring payments and new methods, A/B testing price points and introducing targeted user engagement triggers.

Product Manager — Juul, San Francisco (eCommerce & Platform Team)

Apr 2022 — Jan 2023 (Layoff)

Skills — Roadmapping • Jira • User Stories • Scrum • Cross functional collaboration • User Experience • SQL

- Led the development of Juul's Support site leading to 28% fewer support tickets and 15% faster response times by analyzing support usage data, creating a launch plan, and justifying the proposed strategy to cross-functional executives.
- Played a key role in JUUL 2 launch on Canada site enabling 93% of JUUL 1 consumers to transition to JUUL 2 in 4 weeks by developing site capabilities for transition while working in close liaison with commercial, logistics, and manufacturing teams.
- Led the in-house implementation of the military program resulting in an annual cost savings of \$60K by eliminating vendors while collaborating with the commercial team and writing core feature definitions and user stories.
- Led the execution of eCommerce roadmap for Juul's sustainability program enabling recycling of 20K devices/month by designing a phased rollout plan, creating technical specs, and collaborating with marketing and commercial teams.

Product Manager — 6ya Inc, San Mateo (Two-sided Marketplace)

Jun 2021 — Apr 2022

Skills — Startup (<10 employees) • Growth Strategies • Data Analysis • Marketplace • Payments • Ads

- Ideated and led funnel optimization initiatives resulting in a 26% increase in customer conversion using current design trends, competitive analysis, marketing triggers, and post-launch iterations.
- Led multiple call-routing algorithm improvements leading to an increase of 22% in call connectivity and 17% in QoS by analyzing data for call volume, user ratings, and expert availability.
- Launched numerous payment-related initiatives resulting in lowering user disputes by half by mapping user journey & touchpoints, understanding payment lifecycle, and analyzing trends in payment and dispute data.
- Optimized and managed ad-spend of \$1.2M/year in Google Ads driving a 40% increase in CTR & 18% in impressions by restructuring campaigns and improving ad ranking for Search and Display ads through optimal persona targeting and copy.

Software Engineer — IVP, Mumbai (Fintech Consultant)

Jun 2017 — May 2019

Skills — Software Development • Web-apps • Databases • User Experience • APIs • Fintech

- Key contributor in the development of a research platform from the ground up for Europe's leading investment firm, utilizing technologies such as Angular framework, SQL Server and RESTful APIs in an agile workflow.
- Played a key role in building the front-end of the research platform by leading the end-to-end UX development and developing base components ensuring a responsive design standard and scalable architecture.
- Developed protocols for API design and integration by gaining a strong understanding of software architecture design and client needs while adhering to best practices around security and maintainability.

EDUCATION

M.S. in Human Computer Interaction — Indiana University Bloomington, US

Aug 2019 — May 2021

B.S. in Computer Engineering — Mumbai University, India

Aug 2014 — May 2017

A little-known tidbit: I have a 2500-day Duolingo streak learning French & Spanish, and I am currently training for Chicago Marathon '23 🏃