

Sagar Vasnani

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Methods: Agile, User Stories, Personas, Roadmaps, Competitive Analysis, GTM Planning, Data Analysis, User Interviews, OKRs & KPIs

Tools: Jira, Slack, GSuite, Firebase, Crashlytics, Google Analytics, Figma, Tableau, Lucidchart, Adobe CC

Certifications: Certified Scrum Product Owner (CSPO), Digital Product Management (Coursera)

Misc.: Prototyping, Opportunity Mapping, CI/CD, MoSCoW & RICE methods, Quantitative Metrics, Strong Analytical Skills

ENTREPRENEURIAL EXPERIENCE / PRODUCT MANAGER

Founder, [Let's Meditate](#) (1.75 million users)

Nov 2015 – Present

- Achieved #1 rank on [Google Play Store](#) among meditation apps by designing and engineering a distinctive technical product that addressed unmet user needs in the meditation app market.
- Procured 1.75 million lifetime users with over [98% user satisfaction](#) by offering a unique value proposition and challenging the industry's existing business model.
- Generated growth from 0 to [200K monthly active users](#) with an industry-leading user activation rate of 48% by applying organic growth marketing tactics and advertising tactics.
- Worked closely with vocal artists to drive content creation and advertising media agency to develop the product brand.
- [Partnered with Samsung](#) and other undisclosed companies to launch distribution and potential acquisition partnerships by defining a clear strategic direction and the product strategy.

Partnership with [Samsung](#), Founder of Sleep Assistant

May 2020 – July 2020

- [Collaborated with engineers at Samsung](#) to launch Let's Meditate voice companion for Samsung's Bixby voice platform by developing NLP schema and integrating meditation content within a voice app.
- Recognized as a Premier Developer Partner by Samsung, a feat held by [less than 100 partners](#) in the world, for successfully launching a distribution partnership with Samsung.

Founder, [Pixl Drawer](#) (0.8 million users)

Nov 2016 – Nov 2018

- Landed [media coverage from over 50 channels](#) for creating a utility app giving Android users access to the familiar app drawer feature after being discontinued from stock Android.
- Drew initial user traction of 50K users by executing the vision with a pilot product. [Grew the user base to 800K users](#) by executing the product vision by charting a product roadmap and designing, engineering, and launching the product.
- Achieved a 2% conversion rate for free-to-paid users with [sales of over 15,000 premium in-app items](#) by prioritizing features based on market and user research and defining product pricing strategy.

WORK EXPERIENCE

Associate Software Engineer @ Indus Valley Partners, India

June 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 based in London.
- [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 products using the agile methodology.
- Demonstrated 35% of savings in client's upfront infrastructure costs and operating expenses by substituting legacy apps with modern webframeworks.

UI/UX Designer, Intern @ Atlantic Designs, US - Remote

July 2016 – Sep 2016

EDUCATION

Master of Science, Human Computer Interaction @ Indiana University, US (GPA: 3.92/4)

Aug 2019 – May 2021

- **Kelley School of Business – MBA:** Brand Management, Strategy, Market Analysis, Pricing, Negotiation, Law & Ethics
- **Luddy Design School:** Interaction Design, User Research Methods, Design Strategy, Experience Design
- Accepted into IU's only startup incubator – limited to 30 startups – to build a startup around mental wellbeing.

Bachelor of Engineering, Computer Science @ Mumbai University, India (GPA: 7.75/10)

Aug 2014 – May 2017

- Project Management, Mobile & Web Programming, Database, Machine Learning, Artificial Intelligence, Cloud Computing