

SAGAR VASNANI

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INDEPENDENT PRODUCT EXPERIENCE

Founder, [Let's Meditate](#) (1.6 million users)

11/2015

Identified a problem with the existing meditation apps and conducted user research to solve it. Used the derived insights to design the UI/UX of an improved product. Built the product in collaboration with vocal artists and launched it on Play Store.

- Consistently ranked as #1 meditation app in the search listings of Google Play Store since Q4 2019.
- Over 200K monthly active users with an average user rating of 4.8 out of 5.0 stars by 55K users.
- Industry leading 48% conversion rate of acquisition through organic channels; 19% more than the median.
- Negotiated partnerships with companies like Samsung, Medialab, Maple Media and Medito Foundation.

Partnership with Samsung, Sleep Assistant for Bixby (2.5 thousand users)

05/2020

Being the #1 meditation app, was approached by Samsung to build a Let's Meditate companion for their voice assistant platform. Collaborated with Samsung engineers to launch a voice-based meditation app for Bixby to help people sleep.

- Developed and launched the first meditation app on Bixby marketplace under Natural Language category.
- Recognized by Samsung as Bixby Premier Developer Partner, a feat held by less than 100 developers in the world.

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

11/2016

Identified an opportunity to enable the users of new Android devices to continue using the classic Android experience by adding an app drawer to their home screen. Designed and developed the utility app and launched it on Play Store.

- Launched a pilot product garnering an active interest from 50K+ users requesting for the complete version of the app.
- Landed media coverage from 50+ YouTubers and communities at ProductHunt and Reddit within 6 months of launch.
- Achieved a 2% conversion rate for free to paid users with sales of over 15,000 premium in-app items.

INDUSTRY EXPERIENCE

Associate Software Engineer @ Indus Valley Partners, India

06/2017 – 05/2019

- Launched a suite of research and origination products for a multi-billion-dollar fintech client based in London in collaboration with engineers, project managers and the client CTO.
- Enabled a new line of business for the client resulting in a growth of \$50M to \$1.75B in allocated funds in two years.
- Orchestrated the front-end development using agile with state-of-the-art features like progressive web apps and offline web support for the products which contributed to 7% of the \$17B total client AUM (assets under management).
- Demonstrated 35% of savings in client's upfront infrastructure costs and operating expenses by substituting legacy apps with modern webframeworks.

User Interface Designer, Intern @ Atlantic Designs, US - Remote

07/2016 – 09/2016

- Landed a deal for the company by introducing a website concept based around storytelling for the initial client pitch.
- Doubled the revenue of a local business in the US by incorporating site sharing features within their webpages.

EDUCATION

Master of Science, Human Computer Interaction @ Indiana University, US (GPA: 3.9/4)

08/2019 – 05/2021

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

08/2014 – 05/2017

Product Certification: Certified Scrum Product Owner (CSPO) @ ScrumAlliance

07/2020

Coursera Certification: Digital Product Management @ University of Virginia

07/2020

Skills: Agile, Android, Angular, A/B Testing, C, CSS, Figma, Firebase, HTML, Java, Javascript, SQL