Ankit Mathur

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# Skills

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| **Business** | Product Management, Enterprise Software, Customer Interview, Business Intelligence, Digital Marketing, Business Analysis |
| **Software** | Trello/Asana/Monday, InvisionApp/Sketch, Excel, Heap/Looker, Google analytics, Contentful, JIRA |
| **Design** | Design Thinking, User Experience Design, User Interface Design, Mobile Design |
| **Technology** | C#, HTML, CSS, JavaScript, R, Tableau, MongoDB, SQL, Python, NodeJS, Kibana, React |
| **Strategy** | Cross Functional Team Lead, Agile/Scrum/Kanban, User Stories, Innovation, Product Lifecycle, Product Roadmap, Lean Startup, Work Breakdown Structure, A/B Testing, Quantitative Data Analysis, Stakeholder Management |

# Experience

**OneMain Financial** Baltimore, MD

Product Manager 07/2021 – Present

• Led end-to-end development, release and post-release iterations of a personal finance B2C web application focused on increasing organic traffic and user acquisition, within a financial services industry.

• Collaborated with Designers, Engineers, Data Scientists, and User Researchers to develop an intuitive user experience on landing web pages through data analysis, competitive research, usability testing, and experimentation, increasing user acquisition rate by 8%.

• Determined and prioritized features and wrote product and technical specs by running quantitative rapid experiments and analysis to test hypotheses and content to enhance SEO performance, increased impressions by 40% and $8M in revenue.

• Partnered with Operations and customer support leadership to drive the strategic direction, development, and design of customer support pages, which reduced call volumes by 10%.

• Managed CMS (Content Management System) platform implementation and drove product adoption and engagement among business stakeholders via building user guides and training content, which reduced time-to-market for new content from 3 days to 30 mins.

• Synthesized and developed the product strategy with business and marketing partners to drive the rebranding vision and craft an impactful roadmap to refresh the user experience across all touchpoints, which resulted in the redesign of 3000+ pages.

**Growth Squared** Washington, DC

Product Manager Intern 06/2020 – 08/2020

• Led end-to-end development, release, and post-release iterations of a suite of B2B2C healthcare products focused on achieving user growth within the healthcare industry.

• Formulated product strategy briefs and specs and crafted data and analytics plan to implement the appointment scheduling feature for 2000+ mental health providers, designed to serve 3k bookings in the first month.

• Documented use cases and identified opportunities to remove barriers to product engagement and adoption to deliver MVP experience to access medical/healthcare benefits.

• Identified areas of customer friction and technical constraints and brought new ideas for product features to build the first prototype, which helped to secure additional funds.

• Conduct research to understand customer needs across the user journey by analyzing product usage and customer behavior to identify improvements in payment process flow.

**Infosys** Pune, India

Product Manager 06/2017 – 05/2019

• Led end-to-end development, release, and post-release iterations of a suite of B2B e-commerce websites and mobile apps focused on improving order fulfillment and product search-to-cart experience within the retail and consumer goods industry.

• Defined and prioritized the product roadmap and conducted sprint-planning and backlog refinement sessions to streamline the order processing flow, resulting in a 20% reduction in processing time.

• Created product artifacts (process diagrams, epics/stories, wireframes) and collaborated with the development team on roadmap execution to redesign the stock interface using REST APIs, achieving a 60% reduction in stock processing time.

• Utilized web traffic, site engagement data, and in-product metrics to identify opportunities to optimize the onboarding process, leading to a 15% reduction in customer signup time.

• Spearheaded complete product lifecycle from conception to ideation, requirements gathering, documentation, development, and launch of a mobile application to overhaul the order fulfillment process, resulting in adoption across 200+ stores in 10+ countries.

# Education

**Georgetown University, McDonough School of Business** Washington, DC

Master of Business Administration, Management Science 2021

**Jaypee Institute of Information Technology** Noida, India

Bachelor of Engineering, Electronics and Communications 2015