

cell: (647) 535 - 8176

website: shubhjagani.com

SHUBH JAGANI

Systems Design Engineer

email: ssjagani@uwaterloo.ca

linkedIn: [linkedin.com/in/shubhjagani](https://www.linkedin.com/in/shubhjagani)

SKILLS SUMMARY

- Sharp product instincts with highly developed technical and analytical skills.
- Growth focused attitude with excellent communication skills and a keen eye for detail.
- Ability to keep product teams aligned in fast-paced, highly collaborative environments.

WORK EXPERIENCE

YELP /// AUG 2015 - PRESENT

Product Manager - Growth (iOS and Android Consumer App)

- Aligned the vision of the growth team through extensive study of product, defining key performance metrics, and setting well defined OKRs.
- Led ideation and technical development of redesigned onboarding experience.
- Defined core mobile engagement strategies by leveraging email and push engagement channels, leading the redesign of growth emails and PNs.
- Identified user activation 'aha' moment through collaboration with the data science team and growth engineers.
- Improved d30 retention by +5% with the implementation of trending search experience and increased MAU by 2M users.
- Achieved the highest mobile DAU in Yelp history through targeted push notifications.

ZYNGA /// JAN - APRIL 2015

Product Manager - Word Streak (aka Scramble with Friends)

- Conducted usability studies and market analysis to redefine user requirements.
- Drove ideation, development and implementation of high impact features by presenting insights on key product drivers to the product team.
- Reversed a 4 month organic DAU decline from -3.5% m/m to +2.1% m/m with implementation and launch of social sharing features.
- Analyzed user engagement to develop key user personas for ads targeting

SOCIALABRA /// MAY - AUG 2014

Full Stack Web Developer - Market Research Cloud

- Led the design and development of a new cloud based market research web application using Spring MVC framework in less than 3 months.
- Designed welcome experience for new users, introducing them to a re-imagined product complete with feature walkthroughs
- Defined KPIs and templated best tracking and reporting practices.

PROJECTS

SkelePrint

/* fourth year design project */

Prototyped a polar coordinate system based 3D printer for printing bone stents and long bone replacements. Collaborated with chemical engineers and advisors to print specially designed resin with properties similar to human bones. Solved the problem of anisotropy in printing using Cartesian coordinate system.

The Travelling Monk

/* scrappy startup */

Founder of a monthly subscription box service for children that teaches about various cultures through children's literature, family oriented activities, food, music and worldly experiences. Shipped 100 boxes in the first month.

TECHNICAL SKILLS

- SQL, JIRA, Excel, Balsamiq
- Python, Java, C++, MVC Framework
- HTML5, CSS3, Javascript
- Photoshop, Illustrator, InDesign
- Git, SVN, MATLAB, CAD (3D)

EDUCATION

UNIVERSITY OF WATERLOO /// 2017

Bachelor of Applied Science (B.A.Sc.), Systems Design Engineering

Relevant Courses:

- Human Factors in Design
- Essentials of Entrepreneurial Behaviour (with Larry Smith)
- Data Structures and Algorithms
- Systems Models, Advanced Statistics, ML