

AI. UX. VR. Business.

Led 8 products and 7 programs since 2010. Experienced in key roles constituting a Product team. Forged world-wide partnerships, and executed launches and growth strategies to yield \$12 M+. Speaker at global technical and business events (IEEE, CSI, PIEP).

## PRODUCT RELEVANT EXPERIENCE

Business Strategy Manager - 2 Products

Sept'17 – Dec'17

### Microsoft - Apex Systems, Redmond

- Managed Minecraft's PC Java business worldwide. Drove user acquisition, engagement, win-back, platform migration, and geo-expansion for the Minecraft Java product.
- Orchestrated product launch in 11 countries to result in added yearly revenue of \$7.6 Million, meeting annual revenue goal in just 1 quarter.
- Built partnerships with 4 worldwide distributors, and collaborated with design, sales, marketing, operations, and finance teams against tight timelines to acquire 30+ new retailers in EMEA, APAC, South America, and North America regions.
- Created processes that reduced new retailer approval timeframe from 2 months to 3 days, and afforded more efficient financial transactions between internal stakeholders.
- Built strategy, business case, market intelligence, financial forecasts, feature list, engagement experience, and GTM for a new undisclosed Minecraft PC product. Launch scheduled in FY'18.

Product Manager – 1 Product

Oct'16 – Aug'17

### Independent, Seattle

- Led a multi-disciplinary team of 9 to create a HoloLens [product](#) for disaster management for a hospital in Seattle (NDA).
- Built team and defined goals, product scenarios, requirements, milestones, and KPIs. Coordinated end-to-end agile design and development sprints to deliver features with changing client needs.
- Created user flows, assets, and analytics and connectivity features to establish state-of-the-art communication between the field agents and the command base.
- Won Humanitarian Assistance award, featured in [GeekWire](#), and presented at Immerse'16 and PIEP'17.

Product Manager (Research) – 3 Products + 1 Program

Oct'15 – Jun'17

### RATLab LLC, Seattle

- Researched in VR, UX and AI domains. Results led to the following version-1 products and a course.
- *Product for Collaborative Brainstorming (HTC Vive app)*
  - Built the kernel at SEA-VR Hackathon. Featured in [GeekWire](#) and was hired by RATLab to lead an R&D team of 5 to develop it further.
  - Defined product vision and end-to-end roadmap. Led weekly scrum meetings, design sprints, and agile software development process, and reported to the Executive team.
  - Built developer tools to enable users to create and share information through search, bot, visualization, and multi-user interaction features.
- *Product for Dementia Patients (Mobile app)*
  - Designed a Samsung mobile product for VR therapy of 2<sup>nd</sup> stage dementia patients while measuring its impact compared to conventional methods.
  - Led product discovery process. Coordinated a team of 4 to carry out scope definition, literature review, competitor analysis, prototyping and dev. to create storyline, game play, and assets.
  - Built liaisons with companies in USA, UK, and Brazil to inform the product's addressable market, research, design, and development.
- *EnvelopVR (Startup client) (Oculus DK2 app)*
  - Enabled client to launch their VR platform by enhancing their user engagement in concert with their design, development, and leadership teams.
  - Improved product's utility by designing 4 productivity tools and a consistent platform-wide interaction model.
  - Refined KPIs, development priority, and engagement and immersion factors from storyboarding, heuristic analysis, interviews, and usability testing.
- *VR Design Program*
  - Invited to teach VR design at University of Washington, Seattle as a Guest Lecturer.
  - Created the curriculum and taught end-to-end mobile product design and development to result in 35 full-fledged Android and iOS applications - from ideation to testing.

Product Manager (Member of Technical Staff: GSA) – 1 Product

Jul'14 – May'15

**University of Washington-IT, Seattle**

- Created a visual data analytics tool to track features in Learning Management Systems to improve student performance.
- Owned the entire pipeline. Coordinated with UX, data science, and engineering teams to lead research, analytics, design, development, and testing efforts to successful deployment.
- Improved content discovery by 50-90% across different LMS in the university. Provided insights to the leadership on improving student performance and retention rate.

Product Manager – 1 Product

Aug'11 – May'12

**Bhabha Atomic Research Center, Mumbai**

- Led a team of 4 to design the organization's Graphical Network Monitoring System using the Waterfall model.
- Collaborated with teams to identify security threats and their prioritization based on frequency, severity, and complexity. Defined scope, success metrics (KPIs), milestones, and individual deliverables accordingly.
- Addressed top 2 threats and reduced issue-response time by 70% by deploying 4 GUI features and new encryption and resolution protocols.

Founding Member & Ambassador – 1 Program

Oct'15 – Jun'17

**Virtual World Society, Seattle**

- Defined vision to collaboratively solve problems in civic, academic, & commercial sector using VR. Built affiliate, partner, and member programs in coordination with the Executive team and external stakeholders.
- Assisted CFO in building a subscription based business model and making P&L projections. Used WordPress to support website construction and content management.
- Established presence in 5 countries via outreach, evangelism, corporate and academic partnerships, and sustainable community empowerment projects.
- Facilitated in launching Nigeria's 1<sup>st</sup> [VR Hackathon](#) in collaboration with community leaders and field experts.

Director of Marketing – 1 Program

Mar'13 – Dec'13

**BITS, Seattle**

- Refined key value proposition for Business Information Technology Society. Slashed off 50% of its sub-optimal offerings, and built consensus and excitement with multiple stakeholders around new offerings.
- Analyzed user and market data to create and execute a new GTM strategy. Launched 3 events, forged 7 external partnerships, and increased paid members by 200%.

## SKILLS

**Business:** Vision, strategy, roadmap, positioning, geo-expansion, localization, product launch, cross-functional leadership

**UX:** Research, design

**Languages:** Java, Python

**Tools:** Tableau, Scikit-learn, TensorFlow, Balsamiq, JIRA

**20+ projects** in AI, VR, UX and Business

## EDUCATION

**MS** in Information Management    University of Washington, Seattle    User Experience, Machine Learning, Business

- 2 Product-based internships

**BE** in Computer Science

University of Mumbai, India

Human Computer Interaction, Artificial Intelligence

- 2 Product-based internships

## SELECT TALKS

- AI, VR, and Voice: Substitutes to human memory and action, Charleston, Dec 2017.
- Blockchain: Adoption areas in the industry, Charleston, Dec 2017.
- Future of Mixed Reality and Digital Citizenship, IEEE-SA Think Tank, New York City, July 2017.
- Disaster mitigation using Mixed Reality, PIEP Conference, Tacoma, April 2017, and at Immerse Summit, Seattle, 2016.
- VR for Good, Twist 360° Festival, Seattle, 2016.
- Discovery of Phytoplankton categories using machine learning, University of Washington, Seattle, June 2015.
- Scalable SQL and NoSQL Data Stores, University of Washington CSE, Seattle, May 2013.
- Face Detection and Recognition, Technical Paper Presentation, Computer Society of India, March 2011.
- Ad-hoc Networks and Distributed Computing, Seminar, University of Mumbai, 2011.
- Cloud Computing, Technical Paper Presentation, Computer Society of India, University of Mumbai, 2009.