RISHABH SHUKLA

Ex- Product Manager at Paytm & Intel | MBA (IIM Ahmedabad) | B.Tech (IIT Jodhpur)
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WORK EXPERIENCE

SF FIRE CREDIT UNION	San Francisco, USA
Product Manager	Aug 2024 – Present

- Developed **Multi-touch attribution** (MTA) to decrease cost per acquisition and shifting budget to more profitable channels
- **Led a team of 4** interns using Agile methodology; facilitated sprint planning, and stand-ups to optimize team delivery using Asana
- Designed and ran **6 A/B** tests (Engage >50 k users) to refine targeting and drive engagement KPIs (MAU +8 %)
- As part of Practicum, drove **10% increase** in application conversion by analyzing funnel drop-offs and redesigning the user flow

PAYTM	FINTECH COMPANY	Noida, India
*Data Product Manager	Central Data Platform*	Jul 2023 – Jul 2024

- **Awarded** *Best use of **Real-Time Data Analytics** in **UX enhancement*** by HP & Quantic for Paytm's clickstream analytics tool
- **Spearheaded** development of **Pulse AI Chatbot**, streamlining analytics workflow, leading to **20% boost** in analyst productivity
- **Reduced** monthly infrastructure **cost by 30%**, from **$150k to $105k**, by orchestrating cost optimization initiatives
- Enabled **Zero-lag ingestion** of 24B+ daily app clickstream events via Kafka, Spark/Flink, and OLAP pipelines; curated data to 8B for Superset dashboards over Druid, with Grafana ensuring end-to-end monitoring
- Led **40 User Interviews** and Training Workshops for Data Science & Risk team to identify user needs and foster data literacy culture

| *Product Manager | Digital Investment and Online Insurance* | May 2022 – Jul 2023 |

- **Owned P&L** and Directed end-to-end development of an **All-in-One investment** SaaS product, focusing on UX and accessibility
- Achieved a **150% increase** in investments (Stocks and Mutual Funds) within the first three months of launch
- Authored business cases & cost-benefit analyses for **three 0 to 1 features**; secured C-suite approval and $1.2 M cap-ex
- **Boosted conversion** from **1.2% to 2.5%** by executing multi-channel acquisition & retargeting strategy with marketing teams
- **Led** a team of **10 risk engineers** to build a **Fraud Detection** and Prevention system for the Cancellation Protect feature on Movie, successfully preventing **$120,000** in fraudulent activities

AIRTEL	GLOBAL TELECOMMUNICATIONS COMPANY	Gurgaon, India
Product Manager (E-commerce) – MBA Intern	Apr 2021 – Jun 2021

- Recommended **Intent Harnessing Widget** for **10%** increase in average transactions and **15%** increase in Repeat Visitors
- Conducted **competitive analysis** of 5+ competitors to enhance the purchase experience on Airtel Shop marketplace

INTEL TECHNOLOGY INDIA	RESEARCH AND DEVELOPMENT	Bangalore, India
Software Engineer	Jul 2018 – Jun 2020

- **Single PoC** for **15%** server integration modules; Handled the execution and analysis of more than **500 test cases**
- **Reduced 100+ man-hours** monthly by **automating** the verification process. Recognition from **Senior Director** of Engineering
- Collaborated with **cross-functional teams** to design encryption chip for Apple iPhone, resulting in ~**$1B** revenue

EDUCATION

UNIVERSITY OF CALIFORNIA DAVIS	2025
Master of Science in Business Analytics (MSBA)	

INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD	2022
Master of Business Administration	

INDIAN INSTITUTE OF TECHNOLOGY JODHPUR	2018
Bachelor of Technology in Computer Science & Engineering	

ACHIEVEMENTS & SKILLS

Skills: Product Management, FinTech, P&L Ownership, Agile, Scrum, PRDs, User Stories, Marketing Analytics, A/B Testing, Experiment Design, Financial Modeling, Cost-Benefit Analysis, Roadmapping, BRD Writing, 0-1 Products, SaaS, User Research, Looker
Tools: SQL | Python | JIRA | Figma | Balsamiq | CleverTap | Zeplin | R | Google Analytics | BigQuery | Excel | Slack
National Finalists in Product Management contest by PM School (Top 10 | 1500+ teams)
Graduate Student Analyst, UC Davis | Grader in courses - Decision Analytics & Statistics Foundations for Business Analytics