

DEVESH MATHUR

deveshmathur228@gmail.com

91-9828891013

www.deveshmathur.com

ASSISTANT PRODUCT MANAGER

I am Product Manager and UI/UX designer with 2+ years of experience who believes in designing solutions for products and align them with business models

WORK EXPERIENCE

Assistant Product Manager | Senpiper Technologies Pvt. Ltd. Apr 2023 - Jan 2024

- Lead the project for UP and Nagaland Police of India where we worked on various modules like crime, duty management, VVIP, election, citizen and 8 others and in UP we increase the communication level by 20% and in Nagaland we increased **response times by 30 minutes**.
- Conducted market research for more than 100 US companies and analyzed competitor market share data with opportunities we can target.
- Creating effective PRD's led to increased **user engagement by 15%** and made them more effective which helped us improve our internal communication.
- Created multiple website layouts and implemented them over webflow which led to **increase website traffic by 20%** for Nagaland police.
- Actively coordinated with development and QA team and reduced bug resolution time by 10% or improve **communication efficiency by 25%**.

UX Designer | Frendy Apr 2022 - Feb 2023

- Increasing overall **customer retention by 12%** with improvement in user flows for various apps within 2 months.
- **Partner's sales v/s Overall Time** spending on app index improved by 9%.
- Worked on multilingual interfaces for B2B and B2C apps as per stakeholder's need.
- **Increasing 14% traffic** over the website within the span of 1 month.

Full Stack Developer | NBN Minds Pvt. Ltd. Jul 2021 - Sep 2021

- Creating Front-end web pages for E-commerce startup based in Brazil.
- Worked on Building APIs and testing back-end errors over PHP.

Freelancer(UX/UI design and No Code Web Development) Jan 2021 - Present

- Been freelancing for more than 3 years and built websites and graphics for multiple clients

TOOLS

- JIRA, Wordpress, Shopify, Webflow, Google Analytics
- Adobe Photoshop & Illustrator (Graphics and Editing)
- Figma (Interface Design)
- Adobe Premiere Pro (Video Editing)
- Canva & Photoshop (Graphics Designing)
- HTML, CSS, Bootstrap, Vuetify, JS, JSON

EDUCATION

- Computer Science Engineering | JIET University, Jodhpur 2016 - 2020
- SSC and HSC | Delhi Public School, Jodhpur Completion Year -2016

CERTIFICATIONS

- UI/UX Bootcamp course from Growth School by Anudeep Ayyagari
- UI/UX design and Data Analytics courses from Udemy.
- TL of the month(August) at DIGIGROWHUB.
- Volunter - Been a part of AIESEC in Jodhpur and currently in **Global Shapers** Jodhpur

SKILLS

- A/B Testing ~ Data Analysis ~ Eye Tracking ~ Persona Hypothesis ~ User flow Tracking using Smartlook ~ User Research ~ Empathy Mapping ~ Affinity Mapping
- Market Research ~ Collaboration ~ Report Analysis, Google Analytics, User Analytics, Feature Testing and coordination ~ Stakeholder Management ~
- Illustration & UI ~ Website layout ~ Landing Pages ~ Webflow ~ Concept Sketching ~ Wireframes & mockups with Figma ~ Style Guides & Pattern Library ~ Adobe XD ~ User Personas ~ Visual Design