

PRANJAL SHUKLA

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PROFESSIONAL SUMMARY

Dedicated Computer Engineering graduate with specialized certifications in Product Management and Software Development, I bring a robust skill set in data management and web development, leveraging React.js and Next.js for optimal system and user interface improvements. My technical expertise spans software development's technical and strategic facets, with a strong focus on graph database systems. Ready to shift into Product Management, I combine technical prowess, problem-solving skills, and effective communication to enhance product development and success. With a solid educational foundation and proficiency in market and user research, prototyping, and analytics, I am well-equipped to contribute to and excel in Product Management roles, keen to apply my skills in a dynamic setting.

CORE QUALIFICATIONS

- **Product Management:** Proficient in overseeing the development and management of products, with a focus on optimizing user experience and achieving business goals.
- **Software Development:** Experienced in spearheading the design and execution of both front-end and back-end components within website development, leveraging the MERN stack to enhance user experience while meeting strategic business objectives.
- **Strategy Development:** Adept in formulating effective strategies for product development, market penetration, and user engagement.
- **Market Research:** Experienced in conducting comprehensive market research to gather insights on customer preferences and market dynamics.

EDUCATION

Masters in Product Management, Harbour.Space University, Barcelona, ES, 03/2024 - Current
Postgraduate Diploma in Software Development (Blockchain), IIT Bangalore, GPA: 3.6/4, Mumbai, IN, 10/2020 - 11/2021
Bachelor of Engineering in Computer Science, University of Mumbai, GPA: 3.45/4, Mumbai, IN, 08/2017 - 10/2021

WORK HISTORY

Associate Software Engineer, Betaflux Consulting Pvt. Ltd. – Mumbai, IN, 01/2023 – 03/2024

- Enhanced product speed and performance by 25-40% through strategic optimization initiatives, refined code efficiency, and optimized resource utilization.
- Collaborated with business analysts and project managers to achieve a 10% reduction in project completion and a 15% saving.
- Conducted comprehensive code inspections on server-side applications, identifying and implementing speed optimization measures that resulted in a 60% enhancement of overall system performance.
- Spearheaded the development of application interface code using the MERN stack and mobile native websites, leading to a 30% reduction in page loading times and a 20% increase in user engagement.
- Implemented rigorous testing protocols, enhancing software quality and reducing bug rates by 20%.

Full-Stack Developer, Web3Werx – Mumbai, IN, 09/2021 - 12/2022

- Instrumental in the software engineering team, successfully delivering 5 innovative backend features, significantly enhancing the application's functionality and user experience.
- Spearheaded the backend development, masterfully creating RESTful APIs with sophisticated frameworks, achieving a remarkable 30% increase in system responsiveness and operational efficiency.
- Pioneered the design and execution of over 7 user interfaces for cutting-edge blockchain-based applications (DApps), directly contributing to a 20% surge in customer acquisition.

PROJECTS AND CASE STUDIES

The Core of Miro's Product Strategy:

Barcelona, ES

03/2024 - 04/2024

- **Comprehensive Analysis:** Conducted an exhaustive examination of Miro's product strategy, encompassing market size, technology influence, competitor landscape, brand image, investors, and ecosystem impact.
- **Strategic Recommendations:** Provided actionable insights to optimize Miro's product strategy, focusing on market expansion, technology integration, and ecosystem partnerships.
- **Implementation Plan:** Outlined a concise execution plan delineating steps, timelines, and stakeholders for the seamless integration of recommended strategies, addressing potential challenges along the way.
- **GitHub Repository:** <https://github.com/pranjalszukla23/product-strategy-capstone>

Curativity Platform:

08/2023 - 02/2024

- **Front-end Development Leadership:** Directed the design and development of the front-end for 'Curativity,' a dynamic marketing service platform.
- **Strategic Implementation:** Implemented a responsive front-end design strategy, ensuring seamless navigation and integration with back-end systems for enhanced user engagement
- **Website:** <https://cvt-fe-stg.infra.thepitchverse.tech>

TECHNICAL SKILLS

- **Product Management Tools:** Jira | Aha! | Trello | Confluence | Notion | ProductPlan
- **Data Analysis Tools:** Tableau | Excel | Google Analytics | SQL | MixPanel
- **Additional Tech Skills:** HTML/CSS | Ionic | JavaScript | Python | AWS | Figma | Miro | UXExpressia | Google Forms

CERTIFICATIONS

- **Product Management Certification, Duke Corporate Education, 02/2024**
- **Google Analytics (GA4) Essential Training, LinkedIn Learning, 09/2023**