

Lakshay Pandey

Product Management, Product Design and Execution

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Work Experience

Consultant [PolicyBazaar.com](#) [insurance] October 2016 - March 2017

Consulting on product strategy for the Life Insurance business vertical.

Senior Product Manager [Eros Labs](#) [video/audio content] October 2015 - October 2016

Product Owner for House of God app. We launched an app with the largest collection of religious audio/video content. Single point product owner for entire flow from consumer interfaces to operational tools.

- Scaled up to 100,000+ users on Android and 20,000+ on iOS within 3 months of launch.
- Created and launched tools and process to manage the largest collection (100,000+) of unstructured content in the industry.
- Helped scale operational and engineering teams from 0-30+ people.

Product Manager, Jabong.com [e-commerce] July 2014 - October 2015

Part of the Product Team. Responsible for mobile products and user communication.

- **Mobile Apps:** Responsible for planning and execution of roadmap for mobile apps. (Windows Phone/iOS/Android).
 - Increased mobile revenue by 4x.
 - Reduced crash rate to under 1%. Improved API/App performance.
 - Brought a mobile first culture into the Business teams. Improved business processes to focus on mobile.
 - Redesigned all mobile platforms. Material for Android, single platform for Windows 10 and iOS 9 design refresh.
- **Mobile Website:** Responsible for planning and execution of the product roadmap of the mobile website.
 - Redesigned website to focus on performance and low bandwidth networks
 - Decreased page load times by 30% post redesign.
- **Transactional/Marketing Communication:** Responsible for redesigning the communication cycle to make it more efficient and user friendly.
 - Increased email clickthrough by 25%
 - Decreased order related customer care calls by 40%
 - Reduced clutter and made emails responsive for mobile devices

Software Engineer, Paytm [payments] June 2013 - June 2014

Worked on e-commerce, payments and data warehousing team to build features and set up data analytics for all business aspects of paytm

- Developed features for Paytm Wallet and Payment Gateway
- Set up custom reporting/monitoring framework for the wallet system.
- Set up system for managing reporting and analytics across paytm verticals from scratch. Mix of azkaban by LinkedIn/custom reporting framework/custom ETL setup.
- Set up system to analyze promocode campaign effectiveness. Analyzed Paytm's largest ever promocode campaign with PepsiCo.

Select Awards

2013 **Best App at Nokia Hackathon, IIIT Delhi**

Snapp, a Windows Phone 8 App, judged the best app in the imaging category. Featured in the Windows Phone Store also.

2012 **Won Microsoft Research India Whodunit Challenge**

Won the [Whodunit](#) Challenge organized by MSR India. This challenge involved coming up with a social scheme to gather information from across india.

2010 **RightFARE, made part of Delhi Transit project by Delhi Govt.**

Our Summer Research Project [RightFARE](#) was made part of the Delhi Transit Project by Delhi govt. to help tourists during Commonwealth Games.

Education Details

Institution	Degree	Completion Date
IIIT-Delhi	B.Tech. (Computer Science)	2013
New Era Senior Sec. School, Vadodara	All India Senior School Certificate Examination	2009