

NIRANJAN PILLAI

PRODUCT MANAGER

CONTACT

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EDUCATION

2020-2023
**SIES COLLEGE OF ARTS , SCIENCE
AND COMMERCE**

BACHELORS OF SCIENCE
(COMPUTER SCIENCE)
CGPA: 8.49

2018
HIGHER SECONDARY EDUCATION
(XII) FROM VIDYA NIKETAN

2016
SECONDARY EDUCATION (XII) FROM
RYAN INTERNATIONAL SCHOOL,
CHEMBUR

PRODUCT MANAGEMENT TOOLKIT & SKILLS

- Product Strategy
- User Research
- PRD Writing
- Roadmapping
- Product Analytics
- Agile & Scrum

TECHNICAL SKILLS

- Jira
- Mixpanel
- Canva
- Excel
- Figma
- Google Analytics
- Notion AI

LANGUAGES

- English
- Hindi
- Tamil
- Marathi

CAREER OBJECTIVE

Results-driven Product Management Professional skilled in product analytics, Jira, Notion, Excel, Agile, Product Lifecycle management and user research. Striving for user-centric products and creation of business value based on data-driven decisions.

WORK EXPERIENCE

■ **Blueland** 2023- DEC 2025
Business Operations Associate

Key Responsibilities

- Managed inventory for 500+ SKUs using retail management software to ensure stock availability and reduce discrepancies.
- Analyzed customer buying pattern and seasonal demands for better inventory and promotion plans.
- Promotions and creatives during different seasons were planned and implemented with the use of Canva.
- Coordinated with 10+ suppliers to facilitate proper procurement and smooth operation of processes.

RELEVANT PROJECTS

- **WhatsApp Sports Community Monetization (Product Strategy)**
 - Identified sports-community monetization opportunities through user pain-point and market analysis.
 - Designed subscription, marketplace, booking, tournament, and commerce revenue streams.
- **Amazon Music India – Relaunch & Growth Strategy**
 - Developed a PLG and GTM strategy to reposition Amazon Music around social and collaborative listening.
 - Defined North Star Metric, acquisition, activation, engagement, retention, and conversion KPIs for relaunch success.
- **Dashboard of metrics for social media app (Product Analytics)**
 - Designed a product analytics dashboard to monitor the health and performance of a social media application.
 - Defined North Star and supporting metrics to evaluate user engagement and product success.
- **PlayNest – Sports Community & Game Management Platform**
 - Defined a sports participation MVP addressing player discovery, payments, scheduling, cancellations, and no-shows.
 - Developed user personas, competitive positioning, and product features to streamline game organization.
- **LinkedIn – Mentorship Feature & UX Design**
 - Conducted user research and interviews using the Design Thinking framework to identify mentorship gaps.

CERTIFICATIONS

1.Product Management

March 2026-Sept 2026

Intershala Trainings, Virtual
Product Design
Product Development Lifecycle
Product Marketing
Product Analysis

2.Data Mining

Jan 2025-March 2025

NPTEL Certification, Virtual

- Data Mining
- Data Analysis
- Data Preprocessing
- Exploratory Data Analysis (EDA)