

# Nikhil Khairnar | Product Manager

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## SUMMARY

Experienced Entrepreneur & Product Manager with 5 years of driving growth and customer satisfaction through data-driven strategies. Led initiatives expanding to 3 cities, boosting revenue by 50%, securing 3+ B2B contracts, and generating \$350K in revenue. Skilled in product roadmapping, wireframing, and collaborating cross-functionally for actionable insights from data analysis.

## EDUCATION

**California State University East Bay, Hayward, CA** | (3.85/4.00) Master of Science, Engineering Management, 2023

**Sinhgad Institute Of Technology, Pune, India** | Bachelor of Engineering, Computer Science, 2012

## SKILLS

**Analytics Platforms:** Google Optimize, Google Analytics, Amplitude, Adobe Analytics

**Project Management:** MS Project, Jira, Asana, Trello, Notion

**Design/Prototyping:** Figma, Sketch, Adobe XD, Adobe Photoshop, Canva

**Data Visualization:** Tableau, Power BI

**Data Analysis:** SQL, Excel, Python

**Ad platforms:** Google Ads, Facebook Ads, TikTok Ads, Amazon Ads, Snap Ads

## COMPETENCIES

- User Journey Mapping
- User Centric Product Management
- Scrum/Sprint Planning
- Wireframing / Graphics design
- API Integrations
- Go-To Market planning

## EXPERIENCE

### Graduate Teacher Assistant

**California State University - East Bay, Hayward, CA**

**Feb 2022 - Dec 2023**

- Created and delivered in-depth MS Project training for graduate students, emphasizing planning, resource allocation, & scheduling techniques
- Designed and conducted sessions on Minitab and Excel for undergraduates, with a focus on data analysis and principles of experimental design

### Market Research Intern

**The 3050 Co, Newark, CA (Remote)**

**June 2023 - Nov 2023**

- Established and nurtured 15 pivotal connections within potential sponsors, driving partnership and business growth using **Salesforce**
- Utilized **A/B testing** to optimize subject lines and email content, resulting in a 30% increase in open rates & a 20% boost in response rates

### Research Project Coordinator

**California State University - East Bay, Hayward, CA**

**Aug 2022 - Nov 2022**

- Assessed and selected appropriate software (Unity) for creating an AR app, considering compatibility, cost-effectiveness, and user-friendliness
- Directed the complete development lifecycle, communications, establishing key milestones, overcoming obstacles, and achieving project goals

### Product Manager ( Business Development, Growth Marketing ) | Co-Founder

**Garage2Ghar, Pune, India**

**January 2016 - Aug 2021**

- Conceptualized and drove **product vision** from ideation to launch for an auto-services marketplace platform generating \$350K in total revenue
- Mapped out **product roadmap, user journey mapping, workflow diagrams, user stories** & documented functional and technical requirements
- Spearheaded **product strategy** and **roadmap**, leading **cross-functional teams** of up to 20 professionals to build & optimize digital platforms
- Launched company's website & mobile app, driving a 50% growth in **user engagement** via iterative design & **customer-centric approach**
- Designed and executed **A/B tests** and price sensitivity tests, collaborating with **cross-functional teams** to increase user conversion rate by 50%
- Implemented **product features** like service estimate & priority, loyalty program based on **market research** insights, enhancing user experience
- Boosted **customer lifetime value** by 38% and reduced churn through targeted email campaigns, promotions and personalized push notifications
- Identified **KPIs** and optimized marketing assets including **SEO**, Instagram promotions, decreasing **CAC** (Customer Acquisition Cost) by 70%
- Crafted over **250 social media** posts & devised an optimal strategy for Instagram and Facebook, boosting customer retention rate by 85%
- Collaborated with B2B clients like **Box8, Mahindra, Spinny**, and **Hella** to gather requirements & translating them into impactful business needs

### Technical Product Manager | UI/UX Designer

**Bop Consultancy And Services, Pune, India**

**June 2019 - Aug 2021**

- Crafted detailed product development plans for **9 products**, outlining scope, goals, and strategic objectives to drive successful product launches
- Led the software development of three full stack apps, addressing bottlenecks, and conducting regular Scrum meetings for tracking
- Conducted User journey mapping, Task Analysis, System Usability Scale (SUS) to drive continuous improvements focusing user stories & needs

## PROJECT

### Instant Rabbit - Sustainable Product Development

**Aug 2021 - Nov 2021**

- Led literature review, competitive analysis, user requirements gathering, QFD/Kano modeling & UX enhancements within timeline
- Prioritized product features and requirements using Kano Model, QFD, and pairwise ranking to identify top customer needs
- Designed improved UX/UI enhancing top 3 ranked requirements: inspection reports, 24/7 support & cost estimators