

Sanjana Mehta

Product, Strategy and Design

As a Product Manager **my strengths encompass defining product vision, interfacing with clients, internal executives and my engineering team to bring the product vision to life.** I also partner with my team as a creative, strategic thinker to innovate and execute based on priorities and data.

EMAIL

sanjsmehta@gmail.com

PHONE NUMBER

+81 070-4309-1799

WEBSITE

sanjsmehta.com

EXPERIENCE

Product Manager, Bitcoin.com (September '19 - Present)

Our products make Bitcoin Cash more accessible.

- Lead end to end product and strategy efforts across growth, engagement and platform for Bitcoin.com's Financial Services team that includes Bitcoin.com Buy and Bitcoin.com Local
- Achieved over 30% MoM increase in Trade Volume for Bitcoin.com Buy by collaborating with external partner, MoonPay and 20% MoM increase in revenue for Bitcoin.com Local
- Launched Steam integration to trade CS:GO items for Bitcoin Cash on Bitcoin.com Local
- Launched Marketplace, a p2p, permission-less marketplace that allows users to trade goods and services for Bitcoin Cash
- Make hard data-informed decisions (product roadmap, A/B testing and experimentation, data analysis, defining metrics)
- Managed products with global stakeholders and ran regular reviews with internal executives on product performance

Product Manager, Orb Inc (November '17 - September '19)

Orb is a software foundation that focuses on delivering fast, frictionless commerce with configurable coin economies on a distributed ledger platform that is secure, scalable, and easy-to-integrate into enterprise networks.

- Lead end to end product development and strategy efforts for Orb's enterprise product, Orb DLT
- Created and maintained product roadmap and drove product requirements for clients and external vendors. Responsibilities consisted of owning the whole delivery lifecycle from requirement gathering, concept building, the product offering, end-to-end user experience and usability testing, integration with client and internal back-end systems, deployment to production and post launch maintenance.
- Planned and led two successful launches of our services, NISEKO Pay and まちのコイン
- Work with senior leadership to chart a vision for and develop a commercialized product for Orb DLT
- Work with world-class engineers to bring highly scalable features to market
- Build our API Standards to ensure we were releasing consistent and effective APIs

Visual Designer, Webstaff Co. Ltd (August '16 - September '17)

WebStaff is Japan's first ever web specialized human resource service company providing multiple HR services to the IT industry including staffing, placement, consulting and outsourcing web design.

- Conceptualize and design the organization's marketing and communications materials including 年賀状, 暑中見舞い and e-brochures
- Web design and UX for the organization's website

EDUCATION

College of Engineering Pune, India (2012-2016)

- BTech. Electrical Engineering, 8.4/10

MY QUIRK

I know the first 100 digits of pi (π)