Sagar Shinde

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Personal Statement

Experienced Researcher and Product Manager with over 7 years of experience in UX and Product Management, Startup, and Research. Proven ability to develop strategies to drive product growth, design customer-centric experiences, and establish product-market fit. Seeking to leverage skills and knowledge for this position and am available for immediate joining.

Experience

Sr. UX Researcher | Plantix | Remote | September 2023 - Present
• Conducted user research to gather information about user needs, behaviors, and motivations.
• Designed and executed user research studies, including field studies, usability testing, surveys interviews, and heuristic evaluation.
• Analyzed and interpreted research data to identify patterns and insights to improve product ux by 5%.
• Created personas, user journeys, and other research-based design artifacts.
• Collaborated with cross-functional teams to design and implement user-centered solutions and communicated research findings and recommendations to stakeholders.
• Developed and maintained research documentation, such as research plans, reports, user journeys, and user flows.
• Conducted 3 training workshops for the training and development of client/end users covering core product functionality with an average attendance of 18 participants per session, resulting in a 20% improvement in user adoption.
• Designed, conducted and transcribed more than 40 interviews with farmers, agri-partners and subject matter experts of the product, resulting in a three-month roadmap that was implemented and delivered on time.

Lead UX Researcher | University of Galway | Galway, Ireland | June 2022 - April 2023
• Brainstorming, ideating and defining product features; driving product vision, strategy, and roadmap, by conducting qualitative and quantitative user research and conducting A/B tests across the product.
• Improved project tracking by creating a Trello Tracker for the ongoing projects in the organization.
• Identified the need for a new product by researching the business value, analyzing customer feedback, and prioritizing the product roadmap to increase product usage by 5%.
• Managed the development of a new product from concept to launch resulting in a reduction of 20% in operating costs.
• Reduced project costs by 10% by implementing a new workflow management process using agile methodology and scrum.
• Managed the implementation of product development patches for product support activities, reducing customer support calls by 20%.
• Conducted 9 training workshops for the training and development of client/end users covering core product functionality with an average attendance of 24 participants per session, resulting in a 20% improvement in user adoption.
• Designed and conducted more than 30 interviews with customers, partners and subject matter experts of the product, resulting in a three-month roadmap that was implemented and delivered on time.
• Collaborate with industry partners such as Siemens and Fidelity Investments to execute research studies that uncover user needs, resulting in a 3% increase in ROI.

Founder | CityxRM | Dublin, Ireland | September 2019 - May 2022
• Startup Funded by the Irish Government (www.cityxrm.com).
• Raised €10,000 in funding for MVP and spearheaded a team of 5 people to build a web platform in an accelerated 14-week period, leading to the successful acquisition of local authorities for the pilot.
• Identified market needs by researching literature, interviewing 100 potential users and presenting findings to the team.
• Designed a research method to measure customer engagement by human behavior, increasing the cohort by 35%.
• Launched the MVP that allowed users to manage and organize their tasks, gaining 300+ users in the first month.
• Reduced onboarding time by 50% by prioritizing the backlog with ready-to-go feature requirements.
• Coordinated with the team to achieve product goals by setting strategic priorities, planning new features, and

overseeing the overall product strategy.
• Analyzed the market potential and competitive landscape to understand the product demand and market share.
• Improved product adoption by designing a customer feedback system to identify human factors and satisfaction, increasing product satisfaction by 20%.

Project Manager | Luzern Ltd | Dublin, Ireland | October 2018 - July 2019
• Coordinated with the account managers, product managers and programming team to create and deliver projects for two clients on time and within budget.
• Created UAT, investigated issues, tested site enhancements, and managed the rollout of changes for the client: Philips, reducing support calls by 20%
• Administered complex project teams involving 8-10 members per project, with a total project time of 4-6 months, resulting in successful launch with 98% accuracy.

Management Internship | IdeasLab Incubator | Galway, Ireland | January 2018 - May 2018
• Project managed, implemented, and managed a multifaceted team to design a communications strategy for 4 campaigns.
• Directed a team in social media marketing to increase followers by 25%.
• Streamlined process for internal client communication, achieving an 80% improvement in processing speed.

Associate Product Manager | Decos Software | Pune, India | June 2015 - September 2017
• Developed apps for the public sector with IFSERP that increased efficiency by 30%, reduced paperwork by 50%, and improved product quality by 40%.
• Research design portfolio through user interviews and analyzing usage analytics, which increased customer satisfaction by 60%.
• Increased the number of clicks on CTA by 15% and the number of sales by 10% by restructuring the content flow and using Human Computer Interaction concepts such as users' needs, goals, and interaction patterns in the product design process.

Education

PhD (part-time) - Digital Transformation (present) | University of Galway, Ireland
Masters in Enterprise Systems (Technology Management) ('18) | University of Galway, Ireland
Bachelor of Engineering ('16) | University of Pune, India

Certifications

Agile Project Manager | Project Management Institute, 2020
Product Owner | Scrum Alliance, 2021
Lean Six Sigma | American School of Quality, 2020

Skills

❖ **Hard Skills**: Behavioral Research, Data Science, Research Methods, User Behavior, Empirical Research, Qualitative Analysis, Quantitative Analysis, Design Thinking, Product Development, Commercialization, and Negotiation Skills, Survey Research, Reports, Statistical Survey, User Psychology, Agile, Risk Management, Swot Analysis.
❖ **Technical Skills**: Maxqda, Microsoft Dynamics 365, WordPress, Adobe Photoshop, Canva, Lightroom, Figma, Hootsuite, Google Adwords, Facebook Insights, Google Analytics, Html5, Scrum, Kanban, Trello, Jira, Confluence, Monday.
❖ **Languages**: English, Marathi, Hindi.

Achievements

❖ 2020: Indian Achievers Award 2020 by Indian Achievers
Awarded for special achievement in social contributions over the past 3 years with a special mention for a covid19 project (created a PPE kit for 2 euros in collaboration with IIT Kanpur).
❖ 2019: Hackathon Awards by ConSenSys Hackathon
Awarded as a Runner-up for developing a Blockchain-based solution for Electric Ireland.

- ❖ 2018: Enactus Ireland Award by [Enactus Ireland](#)
  National Competition of Ireland for best non-profit initiatives in the universities. Awarded as a runner-up.
- ❖ 2017: EO GSEA Award by [Global Student Entrepreneurship](#)
  Awarded as the best runner-up in Pune region for a non-profit busines2016: Innovative Social Enterprise by [Maharashtra Institute of Technology Pune awards](#)
  Awarded as an innovative non-profit in Pune for engaging with the local community.
- ❖ 2015: Social Media Empowerment Award by [Digital Empowerment Foundation](#)
  Awarded as the best social media initiative out of 8 South Asian countries.
- ❖ 2014: Southwest Manthan Award (special mention) by [Manthan](#)
  Awarded as the best initiative for helping citizens via social media.

Publications

- ❖ [From pain points to scale points: barriers to lean digital transformation](#)
- ❖ Challenges to Instructional Technology (accepted to publish)
- ❖ Pioneering Path to Success: Entrepreneurial Challenges in Secondary Schools (accepted to publish)