

SHRUTI MODAK

PRODUCT MANAGER

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User-Centric PM with
Experience Shipping 0→1 &
1→N Products

EDUCATION

Google UX Design Professional Certificate,
2024

Integrated Master's Coursework, Industrial
Design, GLSID Ahmedabad, 2020

SKILLS SUMMARY

Product: Roadmapping, PRD writing,
OKRs/KPIs, Prioritisation, Agile/Scrum, Cross-
functional collaboration, Stakeholder
management, A/B testing, SQL

Design: Prototyping, UX research,
Accessibility, Design systems

Tools: Figma, Procreate, Adobe Suite, Jira,
Productboard, Notion, Amplitude, GA4,
Excel

LANGUAGES

English

Hindi

Marathi

PROFESSIONAL SUMMARY

User-centered Product Manager with experience owning end-to-end product initiatives across B2B, B2C, and D2C contexts. Skilled at translating user research into clear requirements, prioritizing roadmaps, and driving cross-functional execution with design, engineering, and operations teams. Track record of improving delivery efficiency (20–30%) and driving measurable business outcomes. Background in Product Design with strong business and execution focus. Google UX Design certified.

PRODUCT EXPERIENCE

Product & UX Designer: Freelance, 2022 – Present

- Led redesign of website and lead funnel for *Desai Autocom* (B2B automotive), increasing qualified leads by 20%
- Owned end-to-end delivery of a digital inventory and menu system for *Amour Resort & Spa*, reducing processing time by 20% and errors by 15%
- Defined product vision, positioning, and MVP scope for *Venerate V3N* (D2C lifestyle brand), contributing to successful market launch

Projects: Self-Initiated, 2024

- Zomato AI Feature* – Conceptualised and validated an AI-assisted food ordering experience to reduce decision fatigue; presented as part of product concept pitches
- Spotify Accessibility Redesign* – Framed problem statements, prioritised features for cognitively impaired users, and built high-fidelity user flows
- Skincare Brands Repositioning* – Conducted user research, defined information architecture, and iterated brand positioning based on feedback

MANAGEMENT EXPERIENCE

Project Manager: Ishwar Properties, 2021 – 2025

- Owned end-to-end delivery of large-scale real estate projects, coordinating design, engineering, vendors, and operations to meet scope, cost, and timelines
- Defined requirements, milestones, and delivery roadmaps; facilitated sprint planning and reviews, resulting in ~25% faster delivery cycles
- Acted as primary point of contact for clients, managing prioritisation, scope trade-offs, and stakeholder expectations under tight deadlines

PORTFOLIO: www.gridandgrainstudio.com