

ZANKRUTA CHAUDHARI

PRODUCT MANAGER - Product Lifecycle Management, Product Roadmap & Data Analysis

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📍 [Waterloo, ON](#)

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SKILLS

- **Product Management Tools:** Jira, Asana, Notion, Miro, Trello, Product Board, Confluence, and ClickUp.
- **Data Analysis & Research:** SQL, Excel, A/B Testing, Funnel Analysis, Data Visualization, KPI Tracking.
- **UX & UI Design:** Figma, Adobe XD, Usability Testing, Card Sorting, Scrum and User Experience (UX).
- **Agile & Strategy:** Sprint Planning, Product Development, Backlog Grooming, and Agile Ceremonies.
- **Market Analysis:** Industry Research, SWOT Analysis, Gap Analysis, Market Sizing, Stakeholder Reporting.

WORK EXPERIENCE

Product Manager (Co-founder)

April 2024 – Present

Suune

Toronto

- Led full product lifecycle for a collaborative platform from discovery to pre-launch, serving 500+ artists and clients; defined strategy, and MVP features based on insights from 15+ user interviews to address visibility gaps.
- Managed 60+ user stories across 10 epics, aligned design and development via structured agile ceremonies, and improved sprint velocity by 25% through backlog grooming, sprint demos, and cross-functional planning.
- Built scalable onboarding and training materials that reduced new hire ramp-up time by 40%, standardized internal documentation, and knowledge transfer across teams working on cross-functional product modules.

Product Strategy Lead

March 2024 – March 2025

TechFleet

Remote, USA

- Defined and executed product mapping strategy for a SaaS mobile app, converting 10+ stakeholder needs and research inputs into a roadmap that accelerated MVP planning and reduced delivery ambiguity rate by 30%.
- Translated 20+ high-level concepts into production ready user flows and UI designs, partnering closely with UX and research teams to ensure solution feasibility and project alignment across product and design functions.
- Managed and resolved a 40+ item product backlog, facilitated agile ceremonies with 100% team participation, and prioritized features from prior research, improving sprint throughput and release velocity by 25% rates.

Product Manager

September 2023 – December 2024

The Sakhi

Toronto

- Recruited and mentored a team of 6+ designers and researchers to revamp a fashion eCommerce platform, improving user experience and reducing design development cycle time by 30% through agile-driven collaboration.
- Administered and assessed 20+ user interviews & usability tests, leading to a 25% increase in navigation efficiency and a 15% boost in user experience and satisfaction by optimizing information architecture and site flow.
- Assessed 15+ competitor platforms to extract 5 key advantages, driving a refreshed USP and comprehensive brand alignment strategy, improving customer retention by 18% and elevating brand awareness and recall.

Product Designer Intern

June 2022 – August 2022

Skinopathy

Toronto, Canada

- Designed four AI-powered web applications that enabled users to identify skin conditions and connect with certified specialists, increasing widespread access to diagnosis and personalized care by 27% across pilot users.
- Built detailed wireframes and functional prototypes in Adobe XD for burn assessment, wound detection, first responders, and screening tools, ensuring clinical alignment and streamlined multi-platform usability testing.
- Partnered with cross-functional teams of developers, clinicians, and designers to refine user flows, validate diagnosis accuracy, and maintain compliance with healthcare data standards, improving testing efficiency by 15%.

Associate

April 2019 – February 2020

Edelweiss Limited

India

- Researched 10+ industry data reports and analyzed market trends to uncover 3 emerging opportunities, directly influencing product concept development and driving initial business case presentations to stakeholders.
- Interviewed 25+ real estate professionals to identify business workflow pain points, synthesizing product insights into 4 opportunity gaps that shaped a digital platform connecting agents, suppliers, and financial advisors.
- Benchmarked 8 competitor platforms, identifying 6 core strengths and proposing a feature set that guided concept design; influenced project roadmap planning by securing buy-in during strategic stakeholder discussions.

Senior Software Developer

March 2013 – February 2016

Infosys Limited

Pune, India

- Developed 30+ intuitive user interfaces for internal developer web tools, automating version control workflows and improving overall deployment turnaround by 31% through structured delivery and code modularization.
- Diagnosed and resolved a recurring system error impacting on-time build execution, reducing overall development downtime by 2 days per sprint and restoring continuous integration performance across all active projects.
- Monitored and reported UAT bugs, enforced stricter system validation procedures, and conducted test-design sessions that lowered defect recurrence by 18% and improved pre-release reliability across deployed applications.

PROJECTS

MindTech - UX Research & Product Strategy Project

Role: UX Researcher & Product Strategist

- Supervised primary and secondary research with 25+ parents, using MoSCoW analysis to prioritize 20+ insights into 3 core problems, shaping MVP direction and increasing early concept validation efficiency by 35% rates.
- Analyzed 7 competitor platforms to identify 4 feature gaps; developed and tested MVP prototype with 10 parents, resulting in a 25% improvement in usability scores and uncovering 3 key opportunities for product.

EDUCATION

Post-Graduate Certificate in Interactive Media Management

September 2021 – August 2022

Centennial College, Toronto, ON

Master of Business Administration

June 2017 – March 2019

Indian Institute of Management Lucknow, India

Bachelor of Technology

July 2008 – May 2012

Nirma University, India

CERTIFICATIONS

- **Servant Leadership Masterclass** – TechFleet – August 2024
- **Agile UX Masterclass** – TechFleet – April 2024
- **How to Design for Accessibility: For UX Designers** – Udemy – November 2023
- **React - The Complete Guide 2023 (incl. React Router & Redux)** – Udemy – October 2023
- **The Complete JavaScript Course 2023: From Zero to Expert!** – Udemy – September 2023