Vaishali Makwana

Product Manager

Self-driven professional with 6+ years of experience in product-driven environments. Expertise encompasses UI/UX design, web development, and agile principles, further strengthened by an MBA from Vancouver Island University and CSPO certification. Proven ability to foster cross-functional collaboration, champion user-centric solutions, and achieve business objectives across diverse sectors like technology services, e-commerce, and digital media. Prioritizing user needs to create seamless and efficient experiences.

Experience

TD Auto Finance, Nanaimo, Canada — July 2023 - Dec 2023
Operations Officer II

• identifying problems in operational processes & resolving them by working in cross-functional teams
• review internal processes/activities and identifying user pain points
• investigate high-risk activities while complying with bank code of conduct
• keeping track of new developments, and exercising the proper due diligence in accordance with operational policies and procedures
• analyzed customer needs and assessed relevant programs to guarantee successful fulfillment.

Nykaa E-Retail Pvt. Ltd, Mumbai, India — Sept 2015 – Dec 2021
Sr. UI Developer - Product

• Managed and trained a team of 10 cross-disciplinary web resources to provide web management product.
• Developed & designed responsive web pages using coding standards, group procedures & cross-browser compatibility.
• Drove product success against business objectives, more than tripling active customers from less than 50k to over 180k in less than a year.
• Built UI wireframes for product prototyping in collaboration with UX designers and data architects.
• Created and maintained multiple project timelines from concept to release with frequent and comprehensive progress reporting to C-suite executives.
• Prepared quality tests for emailers and newsletters to various email clients for compatibility.
• Act as a primary point of contact for all issues relating to the website and external e-commerce provider.
• Ran sprints with the development team by writing stories, managing backlog and lead refinement, planning, daily stand-up, and retro meetings.

Digitas Health, Mumbai, India — Aug 2014 – Jul 2015
Sr. UI Developer - Product

• Provided advice, guidance and expertise in developing proposals and strategies for iPad App design activities.
• Defined and analyzed product metrics that help the growth of the product.
• Identified technology limitations and deficiencies in existing iPad applications and triage it on JIRA board.

Capgemini Technologies, Mumbai, India — Oct 2013 – Apr 2014
UI Developer - Product

• Completed development and global launch of cutting-edge UI solution for consumer facing applications.
• Performed data validation, error checking, performance tuning and troubleshooting across different environments.
• Created parallax website for SAP UI based on company requirements

Contact

Phone: (+91) 9819469651
Email: vaishali@vaishalimakwana.com
Portfolio: www.vaishalimakwana.com
Linkedin: linkedin.com/vaishalimakwana
Location: Mumbai, Maharashtra, India

Skills

Agile Methodologies   UI Development
User-Centric Design   Data-Driven Approach
Cross-functional Collaboration   Roadmapping
Product Lifecycle   Personas   Prototyping

Tools

JIRA   Figma   Trello   Slack   Wordpress
Dreamweaver   MIRO

Languages

HTML5/CSS3   jQuery   JavaScript

Education

2024
International Certificate in Product Management
Institute of Product Leadership

Oct - 2023
Certified Scrum Product Owner
Scrum Alliance

2023 - 2024
Master of Business Administration
Vancouver Island University

2005 - 2008
Bachelors of Commerce
H.R College of Commerce & Economics