



# 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 Product Operations Officer II

July 2023 - Dec 2023

- identifying problems in operational processes & resolving them by working in **cross-functional teams**
- review internal processes/activities and identify 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.
- performed competitive analysis to create feature requirements for new product offerings.
- created wireframes for new feature development.
- used **Agile best practices** to manage product feature development on **JIRA**.

### Nykaa E-Retail Pvt. Ltd, Mumbai, India Sr. UI Developer - Product

Sept 2015 - Dec 2021

- Led a **cross-functional team** of 10 to launch transactional and promotional emailers for seasonal sales increasing the **CTR by 15%**.
- 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 Sr. UI Developer - Product

Aug 2014 - Jul 2015

- 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.
- Tested **product e-mailers** on Email Clients for compatibility issues and reported issues to stakeholders

### Capgemini Technologies, Mumbai, India UI Developer - Product

Oct 2013 - Apr 2014

- 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

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**Portfolio:** [www.vaishalimakwana.com](http://www.vaishalimakwana.com)

**Linkedin:** [linkedin.com/vaishalimakwana](https://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

Moqups

## Languages

HTML5/CSS3

jQuery

JavaScript

## Education

Aug 2024

**Gen AI Product Management**  
Institute of Product Leadership

Jan 2024 - July 2024

**International Certificate in Product Management**  
Institute of Product Leadership

Oct - 2023

**Certified Scrum Product Owner**  
Scrum Alliance

Jan 2022 - Oct 2023

**Master of Business Administration**  
Vancouver Island University

Jun 2005 - Mar 2008

**Bachelors of Commerce**  
H.R College of Commerce & Economics