KRITIKA MEHTA

Passionate product builder and designer who codes

✉ k27mehta@uwaterloo.ca   in kritikamehta   ✎ kritikamehta   ○ kritikamehta

EXPERIENCE

Associate Product Manager
Salesforce

📅 May 2020 – Sept 2020   📍 **San Francisco, USA (Remote)**

- Led the **product strategy** and **roadmap** planning efforts for the development of **12+ features** and **3+ walkthroughs** for the Security Analytics Platform
- Built an **open-source** self-regulation security management tools by collaborating with **6+ developers, tracking 5+ KPIs,** and **conducting A/B testing**
- Leveraged **Tableau** to visualize **SIEM (Security Incident & Event Monitoring)** usage data for insights; Presented findings to the Executive Leadership Team

Technical Product Manager
Lifion by ADP

📅 Jan 2020 – May 2020   📍 **New York City, USA**

- Collaborated with **7 developers** and **4 designers** to prioritize and build out **10+ features** for the MVP of Lifion's **iOS and Android mobile application**
- **Launched** the capability for a Lifion user to submit weekly check-ins resulting in employee and employer conversations around work needs and priorities
- Integrated **Amplitude** to perform event-based tracking which led to the redesign of web features to **synchronize cross-device user experience**

Product Manager
Blueprint Software Systems

📅 April 2019 – Sept 2019   📍 **Toronto, CA**

- Led a cross-functional team to build and deliver the version compare feature in the Storyteller product from **conception to development**, which sought to revert the latest data to its previous states and perform merge conflicts
- Independently created **interactive, functional prototypes** to demo requested features to customers and the engineering team using **ReactJS and iFrames**
- **Performed A/B testing** to analyze the on-boarding experience, which led to the design and implementation of product walkthroughs **saving 40+ hr/month.**
- Analyzed product metrics using **Pendo Analytics and Tableau;** identified 3 areas to improve the user experience and drive engagement on the Storyteller

Content + Theme Developer
MaRS Discovery District

📅 Sept 2018 – Dec 2018   📍 **Toronto, CA**

- Collaborated with senior designer and developers to develop the front end of **responsive websites using HTML, CSS, and Bootstrap**
- Designed **personas, wireframes, workflows, journey maps**, and facilitated **usability testing** to capture valuable data regarding **feature accessibility**
- Made data-driven decisions using **Usertesting.com, Heap, Google Analytics, Tableau, and 5 surveys** to redesign features solving critical user needs

Automation Developer
PointClickCare

📅 Jan 2018 – April 2018   📍 **Mississauga, CA**

- Increased automation testing coverage for clinical modules by **75% using Selenium**, resulting in a **reduction of QA cycle by 1 week**
- Leveraged in-house code to design page objects and end-to-end tests

ACHIEVEMENTS

🏆 **Nellie Giffin Engineering Award**
First recipient of the National Canadian Engineering Memorial Foundation (CEMF) award for demonstrating exceptional leadership

🏆 **Loblaw Scholarship**
Recognition for community service

SELECTED PROJECTS

$ **Honeypot**
Designed a mobile application that allows students to budget and save money towards their financial goal

🚲 **HEMLIT**
Built a real-time physical Bluetooth controller that increases cyclist's security by eliminating the issue of low visibility using arduino

VOLUNTEER

🧍 **Products by Women**
Fostering equality and encouraging collaboration by organizing and leading meaningful product case studies, and driving discussions around technology, innovation, and design

TOOLS

React   React Native   Java   R   Sketch
Figma   JavaScript   Balsamiq   Git
C++   SQL   Tableau   Swift   Axure RP
Node.js   MATLAB   JIRA   Pendo
Google Analytics   InVision   Python

EDUCATION

BASc in Biomedical Engineering
University of Waterloo

📅 Expected June 2021   📍 **Waterloo, CA**

PASSIONS

Zumba Dance Instructor   Toastmasters
Food Blogger   Women in Engineering