

SHARANNYA MAHAJAN

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EDUCATION

Northwestern University, Evanston, Illinois *Sept 2025 – Dec 2026 Master of Engineering Management (Product Management Concentration)*

Thapar University, Patiala, India *July 2018 – May 2022 Bachelor of Engineering in Computer Science*

EXPERIENCE

Associate Product Manager / Software Engineer-2 *Oct 2022 – Dec 2024 Treez Inc., Bangalore, India*

- Partnered with senior leadership and engineering teams to define product strategy and quarterly roadmap, prioritizing features based on customer impact and business value
- Led discovery research analyzing user behavior data and customer feedback, resulting in checkout redesign that increased utilization by 3%
- Owned end-to-end delivery of Banking-as-a-Service platform from concept to launch, defining product requirements and collaborating with engineering teams
- Recognized as star performer twice for outstanding contributions to product delivery and team success

Software Engineer *May 2022 – Sept 2022 PaySwifter, Bangalore, India*

- Built product recommendation tool based on users' medical conditions, identifying user needs and translating them into technical solutions
- Drove measurable improvements in UI efficiency and engagement through data-driven iterations of merchant dashboard and checkout experience

Software Engineering Intern *Nov 2021 – May 2022 PaySwifter, Bangalore, India*

- Contributed to go-to-market strategy through product design and copywriting across multiple product surfaces
- Defined requirements for sandbox mode feature that reduced onboarding friction and accelerated merchant activation
- Led Sparc dispensaries onboarding that generated \$500k in GMV through improved checkout experience

Software Engineering Intern *July 2021 – Aug 2021 SPYNE AI, Gurgaon, India*

- Translated design requirements from Figma into functional UI for 3D Rendering feature, enhancing product offering
- Defined and shipped credit system feature to reduce friction in product adoption

SKILLS

Product Management: User Research, Customer Discovery, Product Strategy, Roadmap Planning, Data Analysis, Stakeholder Management, Product Requirements, Go-to-Market Strategy, A/B Testing, Feature Prioritization

Technical: React, TypeScript, Python, FastAPI, SQL, AWS, GitHub Actions, Figma, Metabase, CI/CD