

MAHAK VASHISHTA

Associate Product Manager

mahakvashishta@gmail.com | 8307280546 | linkedin.com/in/mahak-vashishta10

PROFESSIONAL SUMMARY

Product thinking from CS graduate, with 54+ user interviews and two complete product deliveries as a team lead. Proficient in roadmap creation, Agile methodologies, and turning user problems into shipped features. Google Cloud and McKinsey certified – looking for an APM position at a high-growth technology company.

VOLUNTEERING EXPERIENCE

Associate Product Manager (Team Lead) | Water Monitoring System, IoT Device *Aug 2025 – Sep 2025*

- Spearheaded end-to-end product development of an IoT-based water management solution serving 3 segments: municipalities, dam authorities, and homeowners.
- Conducted 20+ user interviews across engineering and product to prioritize features for flood detection, dam surveillance, and home monitoring.
- Drove a 30% improvement in detection accuracy by synthesizing user pain points and iterating on the product through structured feedback loops.
- Authored product requirements and user stories in Jira; facilitated sprint planning and cross-functional collaboration across a team of 3.

Associate Product Manager (Team Lead) | PetHub, Pet Care & Adoption Platform *Feb 2024 – May 2024*

- Led product discovery and development of a consumer-facing pet care platform for pet owners and adopters, from ideation through launch.
- Researched pain points through 34 user interviews; defined personalized solutions including location-based vet finders, health tracking, diet plans, and AI-based pet matching.
- Developed user journey maps for multiple customer segments (pet owners, adopters, vets) to inform UX decisions and improve feature prioritization.
- Shipped 2 post-launch feature improvements by analysing adoption metrics and KPIs.

CERTIFICATIONS

- **AI for Product Management:** Google Cloud × Pendo × Mind the Product, *2025*
- **McKinsey Forward Program:** McKinsey.org, *2025*
- **Product Management Job Simulation:** Electronic Arts × Forage - KPIs, data-driven presentations, *Apr 2026*
- **UX Design Introduction Job Simulation:** Lloyds Banking Group × Forage - competitive analysis, survey design, *May 2026*
- **Introduction to Product Strategy:** Great Learning, *Jul 2025*
- **Figma Bootcamp (5-day):** LetsUpgrade × National Skill Development Corporation (NSDC), *Oct 2024*
- **Workshop Participant — RDV 2024:** IIT Delhi / Technocon, *Aug 2024*

EDUCATION

Master of Computer Application (MCA) | Indira Gandhi University, Rewari, Haryana *Jul 2024 – Jul 2026*

- Secured 3rd position in IoT Project Competition, demonstrating applied product thinking and technical teamwork.

BSc (Hons.) Computer Science | Kalindi College, University of Delhi, New Delhi *Jul 2021 – Jul 2024*

- Graduated with the First Division. Organized departmental technical events and managed student-facing initiatives.

SKILLS

Product: Product roadmap · User stories · Sprint planning, Product discovery, Stakeholder management, Go-to-market, KPIs / OKRs, PRD writing, User journey mapping, Competitive analysis

Tools: Jira, Figma, Google Analytics, Notion, Miro

Methodology: Agile / Scrum, User research & interviews, A/B testing concepts, Data-driven decision making

Soft skills: Cross-functional collaboration, Negotiation, Problem resolution, Translating technical features to business value

Languages: English (fluent) Hindi (native)