

# <Rovin Vazirani/>

## Summary

Customer-focused, data-driven Product Manager experienced in leading high-performance teams to deliver innovative digital products in fast-paced environments. I am passionate about bringing order to chaos by crafting a vision and rallying cross-functional teams to solve complex problems.

## Work Experience

### Product Manager, Emerging Business at T-Mobile

March 2019 - Ongoing Virginia

- Led cross-functional teams to deliver a fully functional digital experience for T-Mobile's new developer marketplace offering with projected revenue of \$50M
- Assisted executive leadership to define product vision and strategy, create buy-in across key partners, and secure multi-year funding
- Developed the product and technology roadmap that included experimentation and learning based on evolving market trends, competitive research, and business goals

### Digital Product Manager at Sprint (now T-Mobile)

- Improved digital merchandising capabilities by implementing personalized experiences in collaboration with marketing teams leading to a 35% YoY increase in order conversion
- Grew YoY omnichannel take rates by 15% through assistive shopping experiences and expanding checkout options
- Drove \$2M incremental revenue by optimizing upper and lower purchase funnels through UX research, customer feedback, and multivariate testing
- Incorporated best-in-class design principles in collaboration with design, UX, and analytics teams; led to 148% increase in customer satisfaction and 40% increase in NPS

### Associate Product Manager at Frontpoint Security

March 2018 - March 2019 Virginia

- Created in-app setup wizard to assist the customer to setup their home automation equipment resulting in 7% reduction in support calls
- Led UI design and development of software platform assisting customers with account migration generating 100k revenue in first 3 months
- Executed the launch and go-to-market strategy of numerous in-app security features and Frontpoint's custom Alexa skills

### Product Intern at Babyscripts

June 2017 - January 2018 Washington D.C.

- Developed and implemented infrastructure for event-based communication system that increased patient engagement by 20%
- Drove customer analytics strategies to analyze audience behavior and establish real time decision making which increased daily active users by 15%

## Education

### MS in Information Systems - University of Maryland, College Park

August 2016 - December 2017

### BS in Computer Science - University of Mumbai

August 2012 - May 2016

## Contact Details

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## Skills

- Product Strategy
- User Research
- Competitive Analysis
- Agile/Scrum
- Design Thinking
- Roadmap Development
- Experimentation

## Certifications

Business Foundations Specialization, Wharton Online

Digital Product Management, University of Virginia

User Experience Design Essentials, Adobe XD

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