

Krunal Baldha

Associate Product Manager

Results-driven Associate Product Manager with 2+ years of experience delivering SaaS products end-to-end. Expertise in product strategy, roadmap planning, PRD development, and Agile execution. Skilled in market research, user story definition, KPI tracking, and data-driven decision-making. Proven ability to collaborate cross-functionally with design, engineering, and QA teams to launch high-impact features, improve product adoption, increase retention, and enhance overall user experience.

Work Experience

Associate Product Manager	7Span
Jan 2024 – Present	
- Spearheaded product development across platforms like Vepaar, Pagemaker, Voliz, and Everest, driving features from ideation to successful launch. - Conducted user and market research to inform product strategy and feature prioritization, aligning with user pain points and business goals. - Collaborated cross-functionally with design, development, and QA teams to deliver seamless, high-impact product experiences. - Led Agile ceremonies including sprint planning, backlog grooming, and product reviews, ensuring timely delivery and stakeholder alignment. - Executed thorough manual and automation testing to ensure feature quality, performance, and reliability prior to deployment.	

Placement & Training Coordinator - Volunteer	LJ University
Jan 2023 – Oct 2023	
- Coordinated university-wide placement drives for 500+ students, improving placement workflow efficiency by 35%. - Streamlined resource allocation and scheduling systems to reduce operational delays. - Resolved student-recruiter queries, improving overall satisfaction and placement success. - Managed event operations, boosting student engagement and placement participation.	

Software Engineer (Python Developer)	Identiq InfoTech
Jan 2021 – Jun 2022	
- Developed Python backend services, REST APIs, and SQL optimization, reducing API latency by 25%. - Improved system performance via code refactoring, enhancing scalability for client-facing applications. - Promoted from Intern to Engineer in 6 months for strong performance and delivery. - Collaborated with PMs and QA to ensure smooth SDLC execution and release management.	

Education

Master of Computer Application (MCA)	
LJ University - Ahmadabad	2022 – 2024
Bachelor of Computer Applications (BCA)	
VNSGU - Surat	2019 – 2022

Contact

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Skills

Product Management
- Roadmapping - Feature Prioritisation - Backlog Grooming - Agile/Scrum, Sprint Planning - Market Research - Analytics - User Personas - Product analytics (GA, Mixpanel) - PRD & User Stories - Wireframes / Prototypes - Product Discovery - UX/UI Collaboration

Technical Skills
- Python - HTML, CSS - SQL - JavaScript (Basic)

Tools
- Jira - ClickUp - Monday.com - Figma - MS Office - Google Workspace - Analytics tools - Automation tools

Languages
- English - Hindi - Gujarati

Certification/Short Courses
- IBM – AI Product Manager - Google – Project Management - Google – SEO Fundamentals - Content Marketing Strategy

My Product / Project Involvement

Product Name: Vepaar, Pagemaker, Voliz, Everest, D2Cguru.

Project Name: Dimboo, Livvy, DateDish, Eaaasy, Accreglab, etc.

Actively participated in the end-to-end software development lifecycle (SDLC) for a suite of SaaS products: Vepaar, Pagemaker, Voliz, Everest, and D2Cguru, ensuring high-quality deliverables and strong performance across all user touchpoints. My contributions spanned feature ideation to release, ensuring functionality, user experience, and scalability met business goals and market standards.

- 30% reduction in post-release bugs through QA improvements
- UX enhancements based on usability testing & feedback loops
- Performance optimisation for high-load environments
- Competitive benchmarking & feature research
- Sprint execution across multiple teams
- Requirement gathering & use-case definition