

Harshit KARIA

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WORK EXPERIENCE: 9 Years

Senior Consultant / Deputy Manager, Deloitte Touche Tohmatsu India LLP | *Mumbai, India* *October 2023 - Present (2Y)*

Deloitte delivers digital strategy and transformation consulting that combines creative services, technology and analytics.

● **Leadership & Project Management**

Spearheaded cross-functional project execution by leading communication, delegating tasks, and proactively resolving blockers to ensure seamless day-to-day operations and workflow. Managed team access and utilization of key tools like JIRA, while driving stakeholders toward timely decision-making to maintain project momentum.

● **Quality Assurance & Mentorship**

Ensured high-quality deliverables by reviewing and providing constructive feedback on work from junior team members and peers. Provided essential guidance and clarity, helping to troubleshoot issues and navigate complex project challenges.

● **Project Contributions**

- Client 1 (Indian Public Sector Oil & Gas Company): Designed and implemented an end-to-end loyalty program.
- Client 2 (Australian Financial Institution): Redesigned login screens to introduce a new authentication method, meticulously accounting for all user permutations to ensure secure and seamless access.
- Client 3 (Global Consumer Goods Manufacturer): Redesigned over 50 Power BI reports related to multinational operations across three continents.

Product Manager, The House of Abhinandan Lodha (HoABL) | *Mumbai, India* *December 2022 - October 2023 (0.9Y)*

HoABL is the first ever in the world to sell land virtually.

- **Payments Feature:** Developed a new payments feature enabling multi-milestone payments, partial payments (online/offline), and deposits to multiple bank accounts.
- **Application Feature:** Led the end-to-end development of the application journey on Android and iOS.
- **AOP & Budgeting:** Owned the exercise of creating the Annual Operational Plan (AOP) and Budgeting for FY 2023-24.
- **CMS:** Optimised the Content Management System (CMS) by **reducing the time to create a project by 30%**.
- **Vendor Management:** Single person to manage the vendor relations and payouts.
- **Hiring:** Actively hunting and creating a process to hire an APM and a BA.
- **Mentoring:** Guiding and mentoring a BA that directly reported to me.

Product Manager, Think9 Consumer Technologies Pvt. Ltd. | *Mumbai, India* *April 2022 - December 2022 (0.8Y)*

Think9 is a house of **D2C (ecommerce)** brands which incubates startups in their 0 to 1 journey.

Brands that I handled are **Sorrentina, Kingdom of White, Smartsters & Panchamrit**.

- **Reduced bounce rate from 75% to 53%** by reducing page load speed, reducing junk traffic and redesigning the site.
- **Increased AOV by 20%** by adding an edit quantity button in the cart and other nudges along the user journey.
- **Increased conversions during flash sale by 40%+** by creating FOMO by adding a countdown timer.
- Auditing and integrating tools and platforms related to targeting, retention marketing, logistics, etc. Resolve compliance issues.
- Lead the design revamp of the brand Sorrentina.
- Created Think9 Tech Playbook which reduced the online **GTM for a new brand from 6 months to 2 months**.

Associate Product Manager, Signzy | *WFH, Mumbai, India* *June 2020 - March 2022 (1.9Y)*

Signzy makes digital onboarding simple and automates back office operations using artificial intelligence.

● **As a PM**

- **Reduced TAT by 33%** for processing application in backoffice by making it easy to cross verify the documents submitted.
- Prioritised & built a feature to set rules to distribute applications in the back office to **retain 2 clients (combined MRR of ₹6 lac)**.
- **Improved application completion rates by 12%** by enabling reminder emails to be sent from the back office portal.

● **As A Design Manager**

- Set the design process, style guides and design system
- Improved the time taken to approve designs by 90%
- Leading and mentoring a team of 3 designers - pushing them to think in systems rather than screens.

Founding Team, URBMONK Kombucha | *Mumbai, India* *June 2019 - May 2020 (1Y)*

Kombucha is a live probiotic beverage that is made from fermented tea. A superfood that is good for your gut. Here I took up planning and executing the GTM strategy in Mumbai.

- Distribution: Closed **partnerships with 100+ curated touchpoints** that include GTs, HoReCa and farmers' markets.
- Conducted tasting campaigns and ran offers that **boosted sales at outlets by a 100%+ minimum**.
- BTL marketing: Planning and executing participation at BTown Flea. Post event, **sales in the neighbouring outlets grew by 60%**.
- And everything under the sun: vendor relationships, manufacturing, mentoring interns, collecting payments, deliveries, etc.

Associate Experience Designer, Zynga | Bengaluru, India

January 2016 - May 2018 (2.5Y)

Worked on Farmville 2, a social game on Facebook, whose core loop includes growing & selling crops along with engaging with your virtual community of friends and neighbours.

- Prioritising tasks, solving problems and creating a seamless user experience with:
 - PMs and Game Designers - gameplay, retention & revenue goals and A/B testing
 - Artists - production milestones, art / style guides and asset optimization
 - Developers & QA - feedback fixes, tech feasibility issues and production milestones
- Worked on multiple features, end to end, that **earned revenues of \$100,000+** respectively.
- **Reduced production time of cadence features by 80%.**
- Improved onboarding for new joiners by creating a module that led to a **50% decrease in the training period.**

Digital Product Designer, Holachef | Mumbai, India

May 2015 - December 2015 (0.5 Y)

A food-tech startup which connected home chefs to customers.

- Designed a web interface for menu planning which **reduced planning time by at least 40%.**
- Revamped the entire user interface for a fulfillment centre.

AWARDS & OTHER CONTRIBUTIONS

Deloitte Touche Tohmatsu India LLP

- I successfully planned and executed our team's first self-funded Goa trip in seven years, bringing together over 15 colleagues for a memorable experience. I've since become the team's trusted point person for planning social events in Mumbai.

Think9:

- Delivered keynote presentations at company-wide All Hands sessions: **1. UI v/s UX**, and **2. Think9 Tech Playbook**

Signzy:

- Organiser of virtual team building meets & offsite workation;
- Introduced "Thalaiva of the Sprint" - improved sprint completion by 2X.

Zynga:

- *Winner of 2017 Zynga Hackathon* - created 7 prototypes within a span of 4 days;
- *Farmer of the Fortnight Award* - best feedback along with actionable solutions;
- *Firefighter Award* - solved a production code red situation within 5 hours.

Woxsen School of Business:

- *Winner - Market Launch Competition* (Plan a product or a service launch.) - winner amongst 16 teams of 6 each.
- *Winner - Finance + Design Competition* (Analyse a company from finance and design perspective.); diverse team of design and business students, 10 teams of 8 each.

EDUCATION

MBA PGPXP* - General Management, Woxsen School of Business | Hyderabad, India | CGPA: 3.59/4

June 2018 - May 2019

*One year, on campus, flagship accelerated MBA for experienced professionals.

BA Hons. Sociology; Minor: Psychology & Economics, Mithibai College of Arts | Mumbai, India | GPA: 6.76/7

June 2012 - April 2015

Advance Digital Design, DSK ISD International School of Design (DSK Rubika) | Pune, India | Rank 3/20

August 2010 - May 2011

Design Foundation, DJ Academy of Design | Coimbatore, India | Rank 1/20

June 2009 - May 2010

Certifications: Become a Product Manager (Udemy), Analytics (Google), The Fundamentals of Digital Marketing (Google), Six Sigma Green Belt, Analysing and Visualising Data with Tableau, Technology for Product Managers (Linkedin), Introduction to SQL (DataCamp).

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