

# Harshit KARIA

[harshitkaria@gmail.com](mailto:harshitkaria@gmail.com) | [linkedin.com/in/harshit-karia](https://www.linkedin.com/in/harshit-karia) | [harshitkaria.com/work](https://harshitkaria.com/work) | +91 9819 119 783

**WORK EXPERIENCE - PM:** 3+ years; **Designer:** 3+ Years, **Founding Member:** 10 months.

## The House of Abhinandan Lodha (HoABL), Product Manager | Mumbai, India

December 2022 - Present

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

- **Payments Feature:** Executed a **0 to 1 feature** - of payments that have multiple milestones for a single product. Each payment transaction can be deposited to multiple bank accounts. Each milestone can be paid partially in any amount either online or offline. Feature was developed for Android and iOS apps.
- **Application Feature:** Executed application journey, another **0 to 1 feature** for the Android and iOS apps.
- **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. Also managing multiple vendors wherever collaboration was needed.
- **Hiring:** Actively hunting and creating a process to hire an APM and a BA.
- **Mentoring:** Guiding and mentoring a BA that directly reports to me.

## Think9 Consumer Technologies Pvt. Ltd., Product Manager | Mumbai, India

April 2022 - December 2022

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

- **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**.

## Signzy, Associate Product Manager | WFH, Mumbai, India

June 2020 - March 2022

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%
  - Leaving and mentoring a team of 3 designers - pushing them to think in systems rather than screens.

## URBNMONK Kombucha, Founding Team | Mumbai, India

June 2019 - March 2020

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.

## Zynga, Associate Experience Designer | Bengaluru, India

January 2016 - May 2018

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**.

## Holachef, Digital Product Designer | Mumbai, India

May 2015 - December 2015

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%**.

## EDUCATION

---

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

*June 2018 - May 2019*

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

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

*June 2012 - April 2015*

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

*August 2010 - May 2011*

**DJ Academy of Design**, Design Foundation | *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).

## AWARDS & OTHER CONTRIBUTIONS

---

### Think9:

Presented twice at monthly all hands events - 1. UI v/s UX, and 2. Think9 Tech Playbook

### Signzy:

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

### Zynga:

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

### Woxsen School of Business:

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

— END —