

Hemant Singh

Product | Experiments | Impact



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WORK EXPERIENCE

Product Manager

Zefo - gozefo.com

08/2016 - 02/2017

Bangalore

- Studied shopping behaviour rigorously using data, screen recordings and customer feedback to understand the mindset and choice making dynamics of users. Used self-developed custom analytics tools with GA and Mixpanel
- Identified important customer segments and designed different funnels increasing conversion by 37%
- Led the mobile site re-design reducing the loading time by 62% and improved the add to cart to checkout robustness and user experience
- Ideated, conceptualized and designed data collection pipeline, delivery and return management systems, pricing automation, discount sales automation and other internal tools

Associate Product Manager

Pipemonk (Acquired by Freshdesk)

02/2016 - 08/2016

- Studied the slowing down momentum of the growth using data, user behaviour, customer interviews and ran experiments
- "Entrepreneur in residence" for majority of the latter time. Worked with founders to identify new problems and business opportunities which can be solved with existing team and resources
- Researched for strategic partnerships and potential acquirers

Founder

DoctorsNow

02/2015 - 11/2015

Delhi

We built effective alternative communication channels between doctor and patients and helps doctors in establishing their virtual clinics. The company raised funding and rebranded itself to Visit app.

- Led the product development and market research
- Developed the backend using p2p protocols with HIPAA compliance and a virtual clinic framework
- Developed virtual clinics for 27 doctors (paying customers) for follow ups and chronic illness treatment

Founder

Anant Satellite Team

01/2013 - 07/2015

Pilani

Anant, a student satellite team at BITS Pilani is developing nano satellite with a hyper spectral camera as a payload.

- Built the team of 25 researchers (Now team size is 50) comprising of 6 different sub system teams
- Designed high speed low power data system for hyperspectral cameras
- Lead Systems Engineer and led the Power subsystem, ADCS and On Board Computer research efforts

SKILLS

Research

First Principle Thinking

Analytical Thinking

Data Driven

System Design

Web Development

Algorithms

Resilience

PERSONAL PROJECTS

PlanMail

- Planmail helps in segregating emails with Today, Tomorrow and Someday labels with few taps and swipes

PicPalette

- Generates a palette from an image. Helps in decision making of colour for marketing banners and ads by generating a palette from screenshot of websites.

QuickShare

- Share file/folders over LAN/network in seconds. It was motivated by lack of pen drives in workplace when I needed episodes of GOT and Silicon Valley.

Quora Read Later

- Chrome extension to mark Questions in Quora to read later

New Tab Pad

- Makes every new tab a minimal notepad where I pen down everything. Also serves as a reminder of stuff whenever I open a new tab.

EDUCATION

Master of Science in Physics

Birla Institute of Technology and Science, Pilani

2010 - 2015

Bachelor of Engineering in Chemical Engineering

Birla Institute of Technology and Science, Pilani

2010 - 2015

INTERESTS

Behavioural Economics

Physics

Neuroscience

Decision Making

Evolution

Reading

Teaching

WORK EXPERIENCE

Developer Intern (First Employee) YourBus (Acquired by RedBus)

08/2012 – 12/2012

- Responsible for developing majority of the backend in PHP and CodeIgniter framework
- Designed and developed customer tools like bus tracker, bus route scheduler, fleet overview etc. using Google Maps, JS, CSS

INTERSHIPS

Developer Google Summer of Code '14

2014

- Added features to disaster management map tool for Sahana Software Foundation from the existing development roadmap
- Attended IOTX Conference, Sri Lanka for development efforts in Disaster Management

Developer Google Summer of Code '13

2013

- Developed real time flood simulator on Google Maps using WebGL, JS and Maps API

Research Intern Institute of Minerals and Materials Technology

05/2012 – 08/2012

- Researched on algorithms and developed image processing system for monitoring the state of hydrocyclone for gold mining and processing industry
- Developed a system for estimating size distribution of pellets in iron ore pelletizing plant by image processing

HONORS AND AWARDS

Ingenuity Award

For innovation in e-media and publicity of talks and events of Project Embryo, BITS Pilani

Rise Pak Finalist

The RISE - Pakistan competition is a design challenge for college students across the world to design a social entrepreneurial project dedicated to flood relief efforts in Pakistan.

NTSE Scholar