

Aditi Vasa

Product Manager | Product Discovery, 0→1 Products & Marketplace Workflows

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SUMMARY

Product Manager with 2.5+ years of experience taking ambiguous user and operational problems from discovery through launch across mobile CRM, pricing, payments, finance, and workflow products. Experienced in conducting user research, analyzing workflow behavior, prioritizing MVPs, making product trade-offs, and partnering with Engineering, Design, Business, and external stakeholders.

EXPERIENCE

Shipmnts | Associate Product Manager

Dec 2023 – Present

Own product discovery, prioritization, and execution across pricing, sales, finance, payments, onboarding, and payout workflows for a logistics SaaS platform.

- **Identified and influenced prioritization of a mobile CRM opportunity** after discovering that field sales teams found the desktop workflow difficult to use during customer visits; evaluated user pain, segment size, workflow urgency, and mobile suitability against a competing pricing initiative.
- **Launched a mobile-first CRM and quoting workflow** with business-card scanning, in-app calling, and prompted call summaries to support lower-friction, real-time usage by field sales teams.
- **Built and launched a rule-based pricing engine across 9 carrier integrations**, reducing quote turnaround time from approximately 30 minutes to 2 minutes and enabling sales teams to respond faster to freight customers.
- **Owned product discovery and requirements for finance workflows** spanning invoice lifecycle, GST filing, and cash-flow visibility, supporting 3,000+ invoices per month.
- **Drove connected banking integrations with Kotak, HDFC and ICICI Bank** to enable direct payouts from the system, beta cohort representing approximately Rs. 100 Cr in monthly payments

ADDITIONAL EXPERIENCE

Sabrosa | Product Consultant (F&B)

Supported the launch of a premium dining concept as a product consultant, using product thinking for positioning and customer experience design.

- Conducted 80+ user interviews to understand customer preferences, validate demand, and refine positioning for a premium dining concept.
- Designed the end-to-end customer journey across menu, pricing, service experience, and brand touchpoints.
- Translated user insights into recommendations for the dining concept, customer experience, and marketing direction in an ambiguous, consumer-facing environment.

EDUCATION

B.Tech: Computer Science and Engineering

Ahmedabad University

2020 - 2024

CGPA: 3.58 / 4.00

SKILLS

Product: Product discovery, user research, customer interviews, problem definition, product strategy, roadmap prioritization, MVP definition, 0→1 product development, workflow design, launch planning, stakeholder management, data-informed decision-making

Domain: Pricing, rate discovery, marketplace workflows, mobile CRM, payments, invoicing, connected banking, payouts, vendor onboarding, KYC, logistics SaaS

Technical: SQL, Python, product analytics, basic data analysis and visualization, Looker Studio, Apache Superset, API integrations

Tools: Figma, Jira, Notion, Coda, Confluence, Zoho