

# JAYDEV VARMA

## Product & Strategy

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## EXPERIENCE

### Product & Strategy

#### Smartsense Technologies Pvt Ltd

Jan 2018 – Present

Gurgaon, Haryana

- Met over 300% revenue goal in 2018 and over 400% in 2019.
- Made the website UX/UI more intuitive which resulted in 15% more sign-ups for the Product trial.
- Managed product module categorization and researched the market for the most competitive features in the same niche.
- Implementing Agile ideation plan, collecting and implementing idea from the employees and clients.
- Analysing results and setup reports containing respective conclusions ideas and general guidance.
- Implementing new Sales & Marketing strategies which resulted in lending more than 250 clients and over 5000 daily active users for the app in 2 years.
- Localization of the mobile app to reduce the time spent by operations team in user-education and support calls by 10%.
- Client relationship management to maintain healthy relationship with clients.
- Developed GPS based solution for Max healthcare and Xiaomi India Pvt Ltd.

### Assistant Prof.(Lecturer)

#### jaipur Engineering College and Research Centre

Feb 2014 – Aug 2017

Jaipur, Rajasthan

- Incharge of the Incubation cell for Mechanical Engineering Department.
- Head of entrepreneurship cell for Mechanical Engineering.
- Class counsellor: Responsible for improving results and placements for final year students.

## EDUCATION

### B.Tech in Mechanical Engineering

#### Rajasthan Technical University

2009 – 2013

### Senior Secondary

#### Board of Secondary Education Rajasthan

2009

## SKILLS

Product Development Data Analytics  
Tableau Visualisation Research  
Strategy Negotiation R  
Business Analysis Client Relationship  
Business Development

## CERTIFICATIONS

### Data Analytics using R and Python

#### Jigsaw Academy

Dec 2018

### Machine Learning and Data Science

#### Udemy

Feb 2019

## STRENGTH

- Product Development
- Data driven techniques
- UX/UI & Digital Products
- Entrepreneurial Mindset

## TRAINING

### Research & Development Department

#### National Engineering Industries Ltd

June 2012 – July 2012 Jaipur, Rajasthan

- Studies the various elements in the engineering component of bearing, including the types, construction, working, production and innovation.