

NIRAV MAKWANA

Product Manager | Consumer · B2B SaaS · E-commerce · AI/ML
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PROFESSIONAL SUMMARY

Results-driven Product Leader with 14+ years of experience across product management, engineering, automation, and digital commerce, delivering consumer and B2B e-commerce products at scale. Led product strategy at National Pen, Cimpress India for a global customization ecosystem influencing \$300M+ annual revenue across US, Canada, and Europe markets. Proven track record of building customer facing and internal platforms that improve conversion, reduce operational cost, and scale self service experiences. Strong operator with deep technical fluency, experimentation mindset, and cross functional leadership. Experienced in identifying industry level problems and leveraging AI and ML driven workflows to build scalable automated solutions. Technical foundation in software engineering and QA automation with expertise in roadmapping, A/B experimentation, stakeholder management, UX collaboration, and go to market execution.

CORE COMPETENCIES

Product Strategy | Roadmapping | Growth & Conversion | A/B Testing | E-commerce Platforms | Platform Products | Personalization | Automation | Analytics | Stakeholder Management | Agile Delivery | UX Collaboration | GTM | KPI Ownership

PROFESSIONAL EXPERIENCE

Cimpress India (National Pen) | Product Manager

Jan 2020 – Present · Mumbai, India

- Owned product strategy and roadmap for a global customization platform supporting **\$300M+ annual revenue** across North America and Europe, powering **1.8M+ annual orders** across web, call center, and marketing channels.
- Led execution across 9 cross functional teams, 2 UX teams, and 19 stakeholders spanning product, engineering, operations, and business functions.
- Optimized customization platform features to improve customer experience, streamline design offerings, and generate production ready artifacts, **reducing customer friction, order rejections, and returns by 21%**.
- Reduced operational workload by 2,000+ hours monthly, delivering approximately **\$120K in annual savings** through automation and production ready workflows.
- Scaled **reorder capabilities contributing to 22% of total orders**, improving retention, repeat purchase velocity, and zero touch production.
- Automated production workflows for **11% of orders to bypass manual design intervention**, eliminating operational overload.
- Digitally transformed legacy marketing and proofing operations, enabling **82% automated proofing** of created designs by artists and significantly reducing call center and graphics team overhead.
- Experimentation:** Executed experimentation using **Google Analytics** and **AB Tasty**, driving a **7% increase in add to cart rate** and improving funnel performance through data backed decisions.
- 0-to-1 Delivery:** Led AI driven initiatives to solve industry level problems through scalable automation workflows that improved operational efficiency, accelerated design generation, and enhanced customer experience.
- 0-to-1 Delivery:** Launched multiple revenue generating products including Multi Location Artwork, Embroidery order intake automation, post order design services, and a marketing image generator for customer acquisition campaigns.
- Data-Driven Iteration:** Delivered customer experience enhancements including Edit Logo suite, contrast optimization, color editing, and Auto Zoom, **improving engagement by 29%**, preview confidence, and reducing abandonment by 12%.
- Customer Research:** Leveraged insights from **1,400+ customers**, **Hotjar** surveys, **Looker** reports, and Google Analytics dashboards to prioritize roadmaps, track **KPIs**, and continuously improve product performance.

Cygnnet.One | Senior Software Engineer in Test

Jul 2018 – Jan 2020 · Ahmedabad, India

- **Technical Ownership:** Designed and maintained a data-driven, object-oriented test automation framework for web applications; authored documentation standards for test structure, reporting, and source control — adopted across 3 product teams.
- **Product Collaboration:** Participated in product design reviews to provide input on functional requirements and usability; collaborated directly with developers and field staff to diagnose issues and recommend solutions — bridging engineering and product.
- **Execution:** Managed test schedules and automation strategies in alignment with product scope and delivery milestones; tracked and reported software defects via JIRA, Confluence, and Trello.

Vethics | Head of Technical Department

Oct 2017 – Feb 2018 · Ahmedabad, India

- *Led technical operations and team coordination for an early-stage startup; oversaw product and engineering delivery as the sole technical lead.*

Cygnnet.One | Senior Software Engineer

Oct 2013 – Oct 2017 · Ahmedabad, India

- *Began career at Cygnnet.One as a Web Developer, building web applications and strengthening core software engineering capabilities across front end and backend systems.*
- *Transitioned into Quality Assurance and Test Automation, proactively identifying high growth opportunities and expanding expertise into automation engineering.*
- *Built and maintained automated testing frameworks that improved product quality, release confidence, and regression efficiency across multiple web applications.*
- *Partnered closely with engineering and product teams to identify defects early, improve usability, and accelerate delivery timelines.*
- *Demonstrated strong adaptability by successfully evolving from development into automation, creating a hybrid technical foundation across engineering and quality systems.*

SKILLS

Product: Product Roadmapping, A/B Testing, User Research, PRD/BRD Writing, Agile/Scrum, Sprint Planning, Backlog Prioritization, OKRs, KPI Definition, Feature Lifecycle, Go-to-Market Strategy, RICE Framework

Technical: Google Analytics, Looker Reports, Jira, Confluence, Figma, Balsamiq, Google Tag Manager, SQL (working knowledge), Test Automation, REST APIs

Business: Stakeholder Management, Cross-Functional Leadership, Customer-Centric Development, Competitive Analysis, Revenue Growth, User Acquisition, Data-Driven Decision Making

EDUCATION

Northwestern University – Kellogg School of Management

May 2023 – Feb 2024

Post Graduate Certificate in Product Management

VVP Engineering College, India

2007 – 2011

Bachelor of Engineering (BE), Information Technology

CERTIFICATIONS & RECOGNITION

Certifications: Technical Product Management (Certification)

Awards: High Performance Benchmark by Peter Kelly, CEO National Pen.