Bhavik Vala

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PROFESSIONAL SUMMARY

Product Manager with 5+ years in crypto trading products and DeFi, driving product growth through data-driven strategies and Agile delivery. Skilled in customer journey mapping, feature adoption, and collaborative product development.

SKILLS

- Product Strategy & Roadmap
- Customer Journey Mapping
- A/B Testing
- KPI Definition & Measurement
- Wireframing & Prototyping

- DeFi & Tokenomics
- Smart Contracts & NFTs
- Token Launch Strategy
- Backlog Prioritization
- User Research & Feedback

- Agile Methodology
- Epics & User Stories
- On-Chain Analysis
- API Integration
- Competitive Analysis

TOOLS

- Jira
- DeFi Lama
- Confluence
- Google Analytics

- Dune Analytics
- Postman
- Tableau
- Balsamiq

- Etherscan
- Mixpanel
- Hotjar
- Figma

Languages: English (Fluent), German (A2), Hindi, Gujarati

PROFESSIONAL EXPERIENCE

Product Manager

CryptoSmartlife, Hyderabad, India, Nov 2022 – Present

- Launched an application-layer crypto platform with AI-driven investment baskets; iterated based on user feedback.
- Spearheaded Auto Invest, Dollar-Cost Averaging, and rebalancing features by driving Agile delivery and feature prioritization, boosting user engagement by 50% and 35% MoM growth.
- Led multi-exchange & non – custodial wallet integration for external exchange feature, improving trading flexibility and user retention by 15%.
- Built Mixpanel and Dune Analytics infrastructure, driving retention insights for product optimization.
- Drove GTM campaigns with cross-functional teams, increasing product-led conversions by 40% in 3 months.

Product Business Development
Liechtenstein Cryptoassets Exchange, Gurugram, India, Mar 2022 – Oct 2022

- Optimized LCX launchpad with data-driven insights, reducing token launch time by 2x.
- Led the successful listing of $LCX token on major exchanges, resulting in 80% increase in trading volume within 6 months.
- Negotiated and Secured MoUs and SLAs with Layer 1 blockchains, driving 23% increase in user acquisition in one quarter through targeted cross platform initiatives.
- Led market analysis and identified integration opportunities for crypto derivative trading, informing strategic product development and enhancing competitive positioning.

Associate Product Manager
Presale Depot, Ahmedabad, India, Mar 2021 – Feb 2022

- Defined epics, user personas and wrote user stories for Presale Depot market place in JIRA.
- Prioritized product feature backlogs, aligning features with market trends and user feedback.
- Optimized UI/UX onboarding flow via wireframes for Depot Market Place using Figma, boosting user retention by 10%.
- Conducted A/B testing on campaign messaging during the $DEPOT token presale launch, accelerating conversions and driving a 400% increase in sign-ups compared to initial projections.

Research Assistant
Ferdinand Steinbeis Research Institute, Stuttgart, Germany, Jun 2018 – Apr 2019

- Developed a blockchain-based supply chain solution using Hyperledger Sawtooth for a Master Thesis, streamlining the coffee bean value chain.
- Built a combined transaction processor and smart contract logic, optimizing data workflows for greater transparency and efficiency.
- Presented the PoC to academic and industry leaders, demonstrating real-world blockchain applications in supply chains.

EDUCATION

Master of Science in Digital Engineering
Otto von Guericke Universität, Magdeburg, Germany, Oct 2016 – Aug 2019

Bachelor of Engineering in Electronics and Communication
Gujarat Technological University, Ahmedabad, India, Aug 2011 – Jul 2014