Bhavik Vala

+91 94280 86852 | bhavik.vala@protonmail.com
www.bhavikvala.com | www.linkedin.com/in/bhavikvala
English (Fluent), German (A2), Hindi, Gujarati

SUMMARY

Product Manager with 5+ years of experience in crypto and DeFi, leading teams to deliver crypto trading products, tokenomics models, and wallet integrations across multi-chain ecosystems. Proven ability to drive product growth through data-driven strategies, Agile execution, and stakeholder management. Skilled in defining product vision, designing intuitive Web3 user experiences, and managing end-to-end product lifecycles.

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
- PRDs
- On-Chain Analysis
- API Integration
- Competitive Analysis

TOOLS

- Jira
- Hotjar
- Confluence

- Dune Analytics
- Postman
- Balsamiq

- Mixpanel
- Figma
- Hotjar

WORK EXPERIENCE

Product Manager
CryptoSmartlife, Singapore, Nov 2022 – Present (Remote)

- Owned the end-to-end product lifecycle for an AI-driven crypto platform, defining product vision, leading cross-functional teams through user research, roadmap planning, and launch.
- Successfully secured $250,000 in initial funding to accelerate development and market entry.
- Led a team of developers, designers, and analysts to launch Auto Invest, Dollar-Cost Averaging, and rebalancing features, driving 50% higher engagement and 35% MoM growth.
- Designed user journeys, created wireframes, and implemented onboarding flows focused on seamless UX/UI for non-coiners, reducing friction in account setup and feature adoption.
- Managed multi-exchange & non – custodial wallet integration for external exchange feature, improving trading flexibility and user retention by 15%.
- Directed agile sprint planning and backlog prioritization, collaborating closely with engineering, design, QA, and analytics teams for rapid feature delivery.
- 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 (Hybrid Work)

- Optimized LCX's token launchpad by defining product requirements and data-driven enhancements, reducing token launch timelines by 50%.
- Acted as a product consultant to 10+ crypto projects launching on LCX, designing tokenomics models, private/public sale structures, and regulatory-compliant go-to-market plans, collectively raising over $5 M.
- Led the successful listing of $LCX token on major exchanges, resulting in 80% increase in trading volume within 6 months.
- Conducted competitive analysis and market research for DeFi and crypto derivative products, informing strategic product decisions and enhancing LCX's market positioning.
- Negotiated and Secured MoUs and SLAs with Layer 1 blockchains and ecosystem partners, driving 23% increase in user acquisition through cross platform initiatives.
- Managed relationships with developers, partners, and stakeholders, acting as a bridge between technical teams and business objectives.

Associate Product Manager
Presale Depot, Ahmedabad, India, Mar 2021 – Feb 2022 (In Office Setup)

- Owned product discovery and roadmap planning for the Presale Depot marketplace, defining epics, user personas, and writing detailed user stories in JIRA for token presales and DeFi features.
- Led UI/UX initiatives, creating wireframes and prototypes in Figma for the platform's onboarding flow, improving user retention by 10%.
- Gathered and analysed user feedback, Prioritized product feature backlogs and iterated rapidly to ensure high adoption rates for new platform features.

Research Assistant
Ferdinand Steinbeis Research Institute, Stuttgart, Germany, Jun 2018 – Apr 2019 (In Office)

- Developed a blockchain-based supply chain management solution using Hyperledger Sawtooth as part of a Master's thesis, showcasing practical implementation of smart contracts and decentralized applications.
- Built custom transaction processors and smart contract logic to optimize data workflows for transparency and traceability in the coffee bean supply chain.
- Presented the proof-of-concept to academic and industry leaders, demonstrating the business potential of blockchain solutions beyond cryptocurrencies.

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