

# Venkata Prithvi Krishna Palle

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## SUMMARY

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Product Manager with 5+ years of experience operating at the intersection of product strategy, UX, and engineering across large-scale consumer platforms (4.5M+ users). Proven record of owning complex, multi-product ecosystems end-to-end, translating ambiguous problem spaces into shipped solutions, and driving measurable gains in activation, retention, and monetization. Background in Human–Computer Interaction with hands-on experience in front-end systems, experimentation, and data-informed decision-making.

## EXPERIENCE

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### String Metaverse Ltd

Feb 2025 – Present

#### Product Manager

- Web3 gaming and fintech ecosystem serving **4.5M+** users across mobile and Telegram
- Owned roadmap and sprint delivery for an 11-product ecosystem, reducing sprint variance by **25% through tighter scope** control and cross-functional alignment between engineering and design teams
- Translated **ambiguous business and user problems** into **prioritized, sprint-ready backlogs**, maintaining 1–2 sprints of execution-ready scope at all times
- Shipped core gamification feature from concept to **4.5M-user launch**. Used longitudinal user research with high-frequency users to redesign onboarding, cutting **time-to-first-action by 20%** and improving **D7 retention by 12%**
- Established KPI framework across activation, engagement, and monetization funnels. Used cohort analysis to identify that users completing a key activation action within **48 hours showed 3x higher retention**, directly informing roadmap prioritization
- Led **POC and MVP validation** for new features with structured go/no-go criteria. **Sunset** 2 underperforming features post-testing, **reallocating engineering resources** to higher-impact initiatives

### String Metaverse Ltd

Sep 2024 – Jan 2025

#### UI/UX Developer

- **Led behavioral research** across 11 products to build an opportunity backlog for the newly created PM role
- Identified **3 critical adoption blockers** that informed the first 6 months of the product roadmap and **increased feature adoption by 15%**

### iAuto Analytics LLC

Aug 2022 – Aug 2024

#### UI/UX Developer

- Identified **content and funnel gaps** through user interviews and behavioral analysis; partnered with product and marketing to redesign landing pages and onboarding flows, **driving a 40% increase in qualified traffic and an 18% reduction in signup abandonment**
- Designed and executed **A/B tests on critical user journeys** using Hotjar session recordings; improvements to information architecture **increased engagement by 30% and user satisfaction scores by 15%**
- Partnered with backend engineering on **API integration and technical scoping for dashboard features**; translated business requirements into interactive prototypes, **reducing design-to-development handoff time by 20%**

### iAuto Analytics LLC

Jun 2020 – Dec 2021

#### UI/UX Developer

- Developed responsive web interfaces using React, JavaScript, HTML5, and CSS3 for desktop and mobile platforms
- Designed user flows and high-fidelity prototypes in Figma, working with product stakeholders to validate requirements and iterate on feedback

## EDUCATION

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### Shiv Nadar University

Dadri, India

B.Tech in Computer Science and Engineering

Aug 2016 – Jul 2020

## SKILLS

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**Product & Delivery:** Roadmap Ownership, Backlog Management, Prioritization (RICE), KPI Definition & Tracking, Feature Experimentation (A/B Testing), Agile/Scrum, Stakeholder Alignment

**UX & Design:** Design Systems, Information Architecture, Usability Evaluation, Wireframing, Figma

**Technical:** React, JavaScript, Python, HTML/CSS, API Integration

**Research & Analytics:** Funnel Analysis, User Research, Google Analytics, Hotjar, Tableau, Cohort Analysis