

Nivedita Rao

Senior Product Manager

Bengaluru, Karnataka · [Phone] · [Email] · [Website or LinkedIn]

PROFESSIONAL SUMMARY

Product manager with eight years of experience, five in product, owning payments and checkout for consumer marketplaces. Leads a cross-functional team of 14 engineers, two designers and an analyst. Has shipped UPI autopay, saved cards and cash-on-delivery risk scoring, and is most at home where conversion, fraud and customer trust have to be balanced.

SKILLS

Product strategy and roadmaps · Payments and checkout · Experimentation · User research · SQL and Looker · Stakeholder alignment · Pricing and monetisation · Risk and fraud trade-offs · Team leadership · OKR planning

EXPERIENCE

Senior Product Manager, Checkout — Online marketplace for home and lifestyle goods, Bengaluru

3 years · current

- Own checkout and payments for a marketplace processing several lakh orders a month across app and web.
- Launched one-tap UPI payments and saved cards, lifting checkout completion by about six percentage points within a quarter.
- Built a cash-on-delivery risk score with data science, cutting return-to-origin losses while keeping COD for trusted buyers.
- Run quarterly OKR planning with engineering and finance, trading off new features against payment gateway costs.

Product Manager — Food delivery startup, Bengaluru

2 years

- Shipped a restaurant-side order acceptance app that reduced order cancellations caused by kitchen delays.
- Ran 30 A/B tests on delivery fee display and coupons, documenting results in a shared experiment log.
- Worked with operations in four cities to pilot scheduled orders before national launch.

Business Analyst — Consulting firm, digital practice, Mumbai

3 years

- Analysed customer journeys for retail and telecom clients, turning findings into prioritised feature backlogs.
- Moved to an embedded product role for a telecom self-care app, writing specs for recharge and plan comparison flows.

EDUCATION

MBA — Government-run management institute, Kozhikode

B.E. in Electronics and Communication — Engineering college affiliated to a state university, Mangaluru

CERTIFICATIONS AND REGISTRATIONS

- Pragmatic Institute Foundations certificate
- Certified Scrum Product Owner

PROJECTS

- UPI autopay for subscriptions — launched recurring payments for a membership plan, improving renewal rates
- Checkout teardown talk — presented at an internal product forum on reducing payment failures

LANGUAGES

English · Kannada · Hindi · Telugu