Atinderpal Singh Saini

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EDUCATION

University of Washington, Information School – Seattle, WA   **May 2016**
Master of Science in Information Management

University of Mumbai, FCRIT – Mumbai, India   **May 2012**
Bachelor of Engineering, Computer Engineering

EXPERIENCE

CoStar Group – San Francisco, CA   **Dec 2017 – Present**
Product Manager

- Leading product development for most trafficked commercial real estate website– LoopNet in USA & Canada, including strategy, design, marketing and working with engineering on execution.
- Worked with cross-functional teams to enhance overall product user experience and value of advertising on CoStar marketplaces resulting in 42X higher engagement on top premium listings with 60% increase in leads on LoopNet; impacting over 5 million monthly visitors on LoopNet marketplace network.
- Conceived and implemented responsive design system enabling faster prototyping, testing and iterations.

MINDBODY, Inc. – San Luis Obispo, CA   **July 2016 – Oct 2017**
Product Owner (UX)

- Owned redesign and launch of point of sale feature with cross-platform selling, leaner appointment booking and easier payment flow experience, increasing monthly transactions by 4X to 1 million.
- Spearheaded integration of dynamic pricing feature into MB app, enabling small businesses to sell targeted custom deals to 6 Million+ users, increasing daily active user's on MB platform by over 60%.
- Launched and tested features like self-help and lean feature onboarding, to help reduce churn by 22%.

SAP Concur – Bellevue, WA   **June 2015 – Dec 2015**
Mobile Product Manager

- Envisioned and prototyped Apple watch app for reducing time to create and file an expense by 96%, to under 10 seconds, impacting 3.1 Million expenses monthly. *Received best Intern award for 2015.*
- Created prioritized roadmaps, drafted usability framework and analytics dashboard for mobile PM team.

ApolloMWT – Mumbai, India   **Mar 2013 – July 2014**
Technology Lead (Cofounder)

- Started a creative design agency and managed web/mobile development team of 4 using agile techniques.
- Iteratively developed an inventory management system to automate inventory re-ordering in hospitals.

ADDITIONAL INFORMATION

- **Technology:** JavaScript, jQuery, React.js, Angular.js, HTML & CSS, XML, Firebase, SQL, JSON.
- **Tools:** Tableau, Google Analytics/Webmaster, JIRA/TFS, Visual Studio, Sketch, Framer, Adobe CS.
- **Techniques:** User Centered Design, Design Thinking/Sprints, User Stories, Roadmaps, Usability, Information Architecture/Hierarchy, Data Visualization, Wireframes and Rapid Prototyping.