Vidya Ramakrishnan

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Summary

Product enthusiast with over a decade of experience creating digital solutions. Started in embedded software at Motorola and later joined Hasgeek, a small startup, where I led frontend and product initiatives end-to-end, including the launch of its membership program. Experienced in bringing together technology and user experience through thoughtful feedback, documentation, and collaboration.

Experience

Hasgeek   **2023 - September 2024**
Associate product manager for membership   Bangalore

- Led the end-to-end product lifecycle for HasGeek's membership program from requirements definition to launch and delivery.
- Monitored key product metrics and funnel conversion data to identify drop-off points and ship improvements that increased engagement and adoption by 15%.
- Coordinated cross-functional teams (engineering, editorial, marketing, sales) to deliver membership growth initiatives.
- Led user interviews and qualitative research to uncover member needs, shaping experience enhancements that improved retention and overall satisfaction.

Hasgeek   **2015 - 2023**
Associate Product manager | Senior frontend engineer

Product manager responsibilities

- Authored user stories, translated requirements into intuitive UI/UX workflows, and managed the product backlog to align engineering, design, and stakeholder priorities.
- Conducted user interviews and usability testing to surface actionable insights, driving iterative improvements across the product.
- Led the development of an orders dashboard that enabled customer support to resolve tickets within a day and empowered the sales team with real-time tracking and reporting capabilities.
- Led the end-to-end redesign of the event attendee check-in experience by diagnosing workflow bottlenecks and rolling out targeted product improvements, reducing check-in time to under one minute and meaningfully improving customer satisfaction.

Frontend development

- Built intuitive UI and user flows for Hasgeek.com and the ticketing product from scratch, contributing to product definition, usability, and successful launches.
- Improved frontend performance by 20% via lazy loading and code splitting; converted site into a Progressive Web App (PWA) for offline access.
- Established end-to-end testing with Cypress & Playwright, reducing critical bugs and improving code stability; contributed to additional products including Hasgeek.tv and Hasjob.com.

Motorola   **2004 - 2008**
Senior Software Engineer

- Software Development of MM1 module of Multimedia messaging system.
- Designing test plans, developing test cases, preparing test summary reports. Successfully executing over 100 hours of automated stress test to validate system stability under load.
- Conducted interoperability testing of Motorola iDEN phones on-site at Fort Lauderdale, USA.

Education

Northwestern University's Kellogg School of Management   **September 2024 - July 2025**
Product Management   Post Graduate Certificate

Cochin University of Science and Technology   **2000 - 2004**
Electronics & Communication Engineering   B.Tech

Product case study

Uber Clean - An on-demand laundry service that leverages Uber's existing app, technology, and driver network to offer convenient laundry pickup and delivery

Volunteering

Girls Who JS Bangalore group   Bangalore
Organizer

Hobby projects

Village Naturals Online shop   **2025**   **Ragya**   **2019**

Explored AI assisted coding (Bolt, Cursor) for development of an online store. Website

Built MVP for Ragya, an Indian classical music platform that dynamically streams songs based on time of day

Toddler Fun Area   **2014**

Building this fun and educational website for my toddler sparked my interest in web development.
Website

Talks presented

My experience rewriting hasgeek tv to a spa using Vue.js
CodeUp Bangalore- dotJS 10, organized by PayU

An overview of Vue.js,
Girls who javascript meetup

Handling forms in Vue.js
Vue Bangalore meetup

Let's talk about Web APIs
Girls who javascript meetup

How I learnt web development while building a fun and educational website for my toddler
KeKShow - Show your hack!

Interest

Terrace gardening is my happy space, and I'm deeply passionate about sustainable, eco-friendly living.

Skills

Product Management

Product Lifecycle Management, Product Strategy, Requirements Gathering, User Stories, Market Research, Competitive Analysis, User Experience (UX), Usability Testing, Data Analysis, Performance Metrics, Product Launch, Go-to-Market Strategy, Google Analytics

Front-End Development

JavaScript (ES6+), Vue.js, jQuery, Ractive.js, HTML5, CSS3, SCSS, Material-UI, Bootstrap, Responsive Web Design, Progressive Web Apps (PWA), Git, GitHub, Cypress, Webpack, Babel, npm, API integration