

Sanjana Mehta

Product, Strategy and Design



crypto, coffee, travel

Experience

Product Lead @ Rated Labs

Tokyo, Japan

April '23 - Now

- Leading Rated's mission to build the go-to platform for machine reputation

Product Manager II @ Coinbase

Tokyo, Japan

Jan '22 - Feb '23

- Lead PM for Coinbase's product strategy efforts in Japan; Increased asset footprint by 300%, MAU by 200% and ARPU by 20%
- Led product localization by interviewing users alongside user research, and implementing local market expectations around design & product
- Launched Coinbase Wallet and new assets in Japan by navigating through technical and regulatory constraints while simultaneously distilling and communicating complex subject matters across legal, compliance and security
- Built a portfolio of experiments and multi-cycle strategy for optimizing onboarding funnel optimization (activation)

Product Manager @ Bitcoin.com

Tokyo, Japan

Sept '19 - Jan '22

- Product Lead for Bitcoin.com Card, a cryptocurrency powered prepaid debit card and drove it's product roadmap
- Worked cross functionally to build Bitcoin.com's user management platform, Bitcoin.com Account, from conception to launch
- Grew Bitcoin.com Buy trade volumes by 30% MoM and Bitcoin.com Local Revenue by 20% MoM
- Launched Shared Wallet, a secure wallet that requires multiple users to confirm a transaction in order to execute it, thereby helping prevent unauthorized access to shared crypto

Product Manager @ Orb Inc

Tokyo, Japan

Nov '17 - Sept '19

- Planned and led two successful launches of our services around local currency wallet and gamified points projects.
- Built our API standards to ensure we were releasing consistent and effective APIs
- Responsible for all product initiatives at Orb. Owned following functional areas at Orb: Product Management, Product Design and Program Management

Consultant @ Webstaff Co. Ltd.

Tokyo, Japan

Core Skills

Product

Agile Product Management & Delivery, Audience Segmentation, Data Analysis, Product Strategy and Roadmaps, Retention & Engagement, Usability Heuristics, System Design

Tools

Amplitude, One Signal, Customer.io, Whimsical, Miro, Figma, Google Data Studio & Google Analytics, Looker, Github, Postman, Notion

Design

Figma, Prototyping, Wireframing, User Testing

Education

College of Engineering, Pune

2012-2016 | India

Bachelors in Electrical Engineering