SANIKA INAMDAR

CO-FOUNDER, PRODUCT LEADER

📱 +91-9850570330
✉ inamdar.sanika@gmail.com
🌐 www.sanikainamdar.com

EDUCATION

M.Sc. Environmental Psychology
University of Surrey, UK
2015-2016

Bachelor of Architecture
Institute of Design Environment &
Architecture, India
2009-2014

SUMMARY

UX-focused Product Designer based out of Bangalore with a proven track record of driving product success, exemplified by the launch and measurable impact of Protoverify, a background verification SaaS platform. My expertise spans user research, design, product development, and team leadership, enabling me to create user-centric solutions that achieve business goals.

WORK EXPERIENCE

Co-founder & Head of Product, Protostaff   June 2023-present

- Led the product vision and strategy for Protoverify, a background verification SaaS platform, from ideation to achieving **INR 20L MRR**. Successfully launched the platform and drove its growth through data-driven iterations.
- Conducted extensive **user research** with HR professionals to identify key pain points, including cumbersome follow-up processes and lack of real-time status updates. This research directly informed product roadmap prioritisation and feature development.
- Defined and prioritised product requirements, translating user needs into actionable specifications for the development team. This resulted in a user-friendly product with role-based access control, significantly improving candidate tracking and report generation efficiency, leading to a **35% reduction in average processing time.**
- Collaborated closely with cross-functional teams (sales, marketing, operations, and finance) to align on product strategy, go-to-market plans, and resource allocation. Successfully launched and scaled the product, demonstrating strong cross-functional leadership.

Co-founder & Head of Product, Furritas   April 2021-May 2023

- Successfully led the development of a pet care platform, acquiring **350+ customers** and **INR 12.5L revenue**.
- Developed a user-centric platform with a website (Wix), mobile apps (iOS/Android), and a customised nutrition plan algorithm.
- Managed **100+ dog-walkers** and built an operations team.
- Streamlined operations by integrating 3rd-party APIs (Razorpay, Exotel, Zorp) for payments, communication, and customer support.

Assistant Professor, PVP College of Architecture   May 2018-May 2020

- Developed and delivered **8 architecture courses**, including a unique course on **Environmental Psychology**. Mentored 60 students in research projects, fostering critical thinking. Effectively managed course operations and **authored 4 books** on contemporary architecture and research methodologies

SKILLS

PRODUCT DESIGN

PRODUCT MANAGEMENT

TEAM LEADERSHIP

QUANTITATIVE RESEARCH

QUALITATIVE RESEARCH

OTHER INTERESTS

As a **Co-founding member** of the **Experience Research Society Finland**, I drive knowledge sharing and advance the field of experience research. I lead initiatives like online forums and webinars, and develop valuable resources. My involvement provides valuable insights and strengthens my network within the global experience research community.