

ABHISHEK CHOUDHARY

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PROFESSIONAL EXPERIENCE

BrowserStack – Infrastructure-on-demand platform for cross-browser and cross-device testing (Nov '19 – present)

Leading 4 squads and 30+ developers under BrowserStack's DevOps product umbrella for the web – 'Automate'

Product Manager

- **Oversee the performance, stability, and customer satisfaction** of 'Automate' platform, identifying and prioritizing solutions.
- **Spearheading new business lines** from customer research to general release for up-and-coming testing frameworks.
- Own 'Local', a platform for **allowing unreleased intellectual property to be tested** on the BrowserStack infrastructure.
- Product owner and scrum master. Groomed **quarterly and yearly roadmaps** aiding **delivery speed and predictability**.
- Simplified onboarding, **eliminating more than 50% product startup failures** through a new guided dashboard in the journey.
- Delivered a **feature-complete native app on a shoestring time budget** upon termination of Google's Chrome Apps platform.

Amazon – The world's foremost e-commerce company (Mar '16 – Aug '19)

Goal and project planning for Product 'Detail Page' latency program; system design and development; peer and intern mentoring

Product Manager

- Evolved the company's stance on site performance. Created and evangelized instrumentation of Detail Page's interaction-readiness. Drafted and oversaw execution of plans to tackle a **billion-dollar opportunity in minimizing failed interactions**.
- Product owner and scrum master. Groomed **quarterly, yearly, and 3-year backlogs** aiding **delivery speed and predictability**.
- Planned **UX strategy for 'the next billion' users** with improved site accessibility for low-end devices and poor networks.
- Researched traffic patterns and proposed **reduction of \$10 million in infrastructure costs** by optimizing for robotic cohorts.
- Analyzed engagement data to **iterate on a new Add-to-Cart experience for improving CX and enhancing upsell options**.

Software Engineer

- Designated "scale expert", **led worldwide operations among 200+ teams** for Prime Day, Black Friday, and Christmas sales.
- Extended caching architecture to **improve page load times by 28%**, enabling **annual savings of \$500K in computing costs**.

PressPlay – Early stage OTT travel entertainment startup (Jan '15 – Mar '16)

Early engineering hire; built a 10-person team, oversaw hardware and software development, delivered tech and business goals

- Product owner and scrum master. Led creation of the advertising platform that **enabled first revenues and Series A funding**.
- Built systems and designed processes to allow **automation of inventory management and annual savings of \$100K**.

Zomato – Online food ordering, restaurant search, and cuisine discovery startup (Jun – Dec '14)

Software Engineer; owned payment and advertising infrastructure; intern mentorship and general advice

- Developed payment and subscription architecture for 'Zomato for Business'. Product **increased revenue by 10% at launch**.
- Built a performant back-end for the native advertising platform, **enabling 10X data collection without impacting latency**.

INTERNSHIPS

Google Summer of Code under **Mozilla Firefox** (2013) – browser analytics visualization, and **Shufflr** (2012) – availability analytics

EDUCATION

SRM University, Chennai (Jul '10 – May '14)

Bachelor's in Computer Science Engineering (CGPA of 8.7 on 10)

- **Student Head for the fundraising and vendor relations committee** for "Rubaroo", the annual cultural festival.
- **Board member for college debate and quiz clubs**, organizing monthly meetups and competitions, with **100+ members** each.

PERSONAL PROFILE AND OTHER ACHIEVEMENTS

- **Guest author** on emerging technical trends for one of **India's most popular tech magazines, Digit**.
- **Backpacked through 11 countries**, chronicling my travels on my blog. Hold a **diploma in Spanish** to aid my future travels.
- Avid reader, writer, and orator. Winner in **multiple school and university level debate competitions**.
- Naturally right-handed, I have recently started dedicating a few hours per week to **teach myself ambidexterity**.