

YASH NATH

E-commerce Product Manager | Product Analyst | CRO, Shopify & Magento

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PROFESSIONAL SUMMARY

E-commerce product manager and freelance product analyst with experience across MPar & Co, Mamaearth (Honasa Consumer) and Zypp Electric. Skilled in product analysis, requirements, conversion optimization, checkout, payments, retention, Shopify/Magento store operations, analytics, QA and cross-functional delivery. Demonstrated impact includes an 8% checkout improvement, 10% higher payment success, 7% site-conversion growth and 60% faster store launches.

SELECTED IMPACT

8%	10%	7%	60%
Checkout improvement	Higher payment success	Site conversion lift	Faster store launches

EXPERIENCE

Freelance Product Analyst | MPar & Co Jun 2026 - Present

- Support product analysis, research, requirements and decision-making for active client initiatives.
- Translate business needs and findings into structured product inputs and actionable next steps.

Product Manager | Zypp Electric Feb 2024 - Mar 2024

- Managed product workflows supporting 15,000+ fleet vehicles, including roadside assistance and ticketing operations.
- Redesigned rider-facing experiences using user research to improve comprehension and task completion.

Associate Product Manager | Mamaearth - Honasa Consumer Ltd. Jul 2022 - Apr 2023

- Led engineering, design, marketing and sales teams from discovery through launch using detailed PRDs.
- Designed and launched A/B-tested checkout changes, improving checkout performance by 8%.
- Built page-specific retention journeys and growth interventions, improving site conversion by 7%.
- Directed a shared commerce-stack initiative that reduced website launch time by 60%.

Product Management Intern | Mamaearth - Honasa Consumer Ltd. Jan 2022 - Jun 2022

- Integrated and validated payment gateways, increasing payment success rate by 10%.
- Led the BBlunt.com product launch from benchmarking through cross-functional delivery.

CORE CAPABILITIES & TOOLS

Commerce: Shopify and Magento store analysis, CRO, checkout, cart, payments, retention and merchandising journeys

Product: Analysis, discovery, PRDs, roadmaps, A/B testing, backlog management, QA, UAT and stakeholders

Platforms: Shopify, Magento, Contentful, Google Analytics, MoEngage, Jira and SQL

Methods: Funnel analysis, experimentation, market research, customer research and KPI definition

EDUCATION & RECOGNITION

B.Tech, Electronics & Communication Engineering | LNMIIT, Jaipur Graduated Jul 2022

- GPA: 6.48/10

Honasa Award Winner: Recognized for leading the BBlunt.com launch and supporting multi-brand expansion.