

TANMAY GOEL

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EDUCATION

2023 - Present	KELLOGG SCHOOL OF MANAGEMENT MCCORMICK SCHOOL OF ENGINEERING <i>MMM Dual Degree Candidate MBA and MS from Northwestern University, Expected Graduation: June 2025</i> <ul style="list-style-type: none">Major: Marketing, Human Centered Design; Pathway: Technology Management, Entrepreneurship	Evanston, IL
2015 - 2019	HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY <i>Bachelor of Engineering in Computer Science & Entrepreneurship Minor; First Class Honors</i>	Hong Kong

EXPERIENCE

2019 - 2023	RAKUTEN <i>Rakuten is a Japanese technology conglomerate with 70+ businesses, 1.7B+ users and \$240B in global gross transaction value</i> Product Lead - Travel Growth Hack Product Group, 2022 - 2023 <ul style="list-style-type: none">Launched Rakuten's international travel platform across 9 countries, overseeing end-to-end UX and core features; achieved 80,000+ monthly active users and generated \$7+ million in annual sales within first yearArchitected cross-platform product strategy to overhaul hotel search experience; led a team of 5 to prioritize and implement strategy, doubling online ad conversions and tripling in-app conversionsElevated product data precision by 15% by strategically identifying and filtering various sources of bot trafficLed full-scale localization of 70M+ text elements into 8 unique languages; managed 30+ cross functional stakeholders to design in-house translation API specifications, data management tools, and workflowsInitiated pilot user research program with 6 designers, performing interviews, competitor analysis, and usability tests on 20 users to overhaul UI/UX, successfully elevating previously negative NPS to positive score Product Manager - Inbound Travel Consumer Product Group, 2020 - 2022 <ul style="list-style-type: none">Directed a cross-functional team to achieve full compliance with international privacy regulations (GDPR, CCPA, AAPI, PIPA, Apple ATT) by modifying native UX and seamlessly integrating 3rd party consent management toolsEngineered personalization algorithm to dynamically adjust language region, currency, and deals based on user attributes, resulting in a 70% reduction in bounce rateOrchestrated the decommissioning of a 10-year legacy product by implementing data migration plans and functions for retrospective data access, reducing server, development, and operational costs by \$100K+Pioneered the integration and of in-house analytics and user behavior tracking tools and achieved sizeable instrumentation for web and mobile products, crafting enterprise-level dashboards used by 200+ stakeholdersPitched, developed, and led go-to-market strategy for an exclusive luxury travel service during COVID for Rakuten Travel's top 1% clientele, taking product from inception-to-launch within 3-monthsAchieved peak in-house system usability score by leading a focused UX audit exercise, generating test specs, conducting quality assurance, and prioritizing 700+ filed bugs, fixing 50% of identified critical issues Associate Product Manager - Inbound Travel Consumer Product Group, 2019 - 2020 <ul style="list-style-type: none">Owned end-to-end user experience for 'Guest Reviews', 'Bookmarks', and 'Notifications' modules, defining specifications for consumer applications and developing robust data management tools for 80+ internal staffDeveloped a location management tool and migrated 250K+ place instances, allowing dynamic data modification, saving 5+ developer hours weekly and empowering internal staff to influence user search results	Tokyo, Japan
2021 - 2023	EMONEDS <i>Emoneeds aims to transform chronic mental health treatment in India through high-tech digital intervention</i> Co-Founder <ul style="list-style-type: none">Led development and launch of consumer app to engage and retain 200+ chronic mental health patients, resulting in 50% increase in therapy attendance rate and 30% increase in medication complianceIntegrated payment solutions across web and app platforms, introducing cashless transactions that reduced late payments by 80%, minimized non-payments, and eliminated the need for in-person payments	New Delhi, India

ADDITIONAL EXPERIENCES AND SKILLS

- Volunteered as product lead for mymizu:** a free water refilling app with 200K+ users, gamifying sustainability habits and reducing 1M+ plastic bottles - ranking #1 on Japan Apple App Store and winning "App of the Day"
- Founder of an e-commerce startup in undergrad:** Raised \$60K to develop and run a platform connecting Chinese eyewear wholesalers to Indian opticians, allowing them to save up to 50% margin on bulk orders
- Skillset:** Data Analytics (SQL, Google Analytics, Tableau), UI/UX, User Research & Interviews, Project Management (JIRA, Confluence, Agile Scrum), Design Thinking, Wireframing (Miro, Figma), Public Speaking
- Passionate about:** Mental health awareness, Tech blogging, Music production, Solo traveling, Mentorship