



Pritanjan Shome

Co-founder, Product and Design

I'm a product designer turned product leader and co-founder with 7+ years of experience building user-centric, scalable products. I specialise in UX design and product strategy, combining creative problem-solving with data-driven decision-making. My ability to bridge design and product management ensures impactful solutions that drive user engagement to fuel business growth.

Work Experience

Co-Founder, Product & Design

Jan 2023 - Present

Retrac GmbH, Berlin, Germany

- **Led a team of 7** (Engineers & Designers) to develop and **launch a SaaS-based property management platform in 1 year**, managing the full product lifecycle, including **roadmaps, PRDs, and sprints**.
- Prioritised customer pain points, improving client **ROI from 2.4x to 3.4x**, and partnered with **Hasso Plattner Institute** to implement gamification strategy to reduce tenant **energy consumption by 9%**.
- Designed scalable web and mobile apps (Android/iOS) with React Native and Material UI3, improving **development speed by 25%** and enabling white-label customisation to **reduce app launch timelines from 30 to 2 days**.
- Conducted user research and usability testing with 50+ participants, **driving a 25% increase in user engagement** by simplifying workflows and optimising user experience.
- Collaborated with sales and stakeholders to define **go-to-market strategies, competitive analysis**, and a scalable business model.
- Developed a business plan with clear **growth metrics and KPIs**, improving operational efficiency and market positioning.

- **Working Student** Aug 2021 - Dec 2023
- **Secured €100K in product funding** by conceptualising **MVP** and crafting strategic business plans.

Created gamification strategy with HPI, saving annually €89,000 across 2,100 apartments, directed an app development pipeline enabling multi white-label app distribution with configuration.

Associate

Nov 2019 - Mar 2021

Roundglass H2O Pvt. Ltd., Bangalore, India

- **Integrated key features** from the **Zoojoobe** and **Aware** apps into the **Roundglass Reach platform**, driving seamless functionality and coherence across digital offerings.

Portfolio

www.pritanjan.com

Contact Details

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Education

M.Sc in Technology and Innovation Management

2021-2023

Hochschule Harz

GPA: 1.4 of 4

B.Tech in Mechanical Engineering

2012-2016

Manipal Institute of Technology (Sikkim)

GPA: 1.69 of 4

Skills

- Strategic Thinking
- Team Building
- Product Life-Cycle Management
- Product Development & Design
- Product Requirement Diagrams
- Agile & Scrum Methodologies
- Technology Integration & Adoption
- Stakeholder Management
- Competitive Analysis
- User Metrics & Data Analysis
- UI/UX Design
- Usability Testing
- User Research
- Illustrations and UI Graphics
- Prototyping
- Responsive Design

- Conducted user research and translated insights into wireframes and prototypes to enhance functionality and user experience.
- **Increased user conversion rate by 4%** in close collaboration with the marketing team and **retention by 8%** in liaison with the product team.

Increased daily In-bound channel impressions from 150-170 to 700-800 clicks and user retention rate by 8%.

Purchase Intern

Jul 2019 - Sep 2019

Kalyani Technoforge Pvt. Ltd., Pune, India

- Negotiation and purchase of CapEx goods for setting up of a new plant in Baramati, India.

Saved €24,000 through cost optimisation and strategic improvements.

Quality Assurance Intern

Jan 2019 - Apr 2019

GKN Sinter Metals, Pimpri Chinchwad, India

- Led a sub-supplier upgrade for audits, updating production documents and implementing QMS tools.

Enabled 6 suppliers to qualify audits, implementing 5S and Lean.

Associate

Jan 2017 - July 2018

Aware Mindful Meditation, Bangalore, India

- Worked with the design and product team, creating UI/UX designs and conducting user research and usability testing.
- **Collaborated** closely with developers, **product managers and marketing teams** to ensure cohesive product development.

Achieved high user satisfaction with Google Play Store rating of 4.7 and Apple App Store rating of 4.8, with over 600,000 downloads

Associate Product Designer

Jan 2016 - July 2018

Zoojoo.be, Bangalore, India

- Designed web and mobile application for habit formation app, incorporating user research and usability test findings.
- Successfully adopted by corporates like **HP, Accenture, Tesco, Bayer, and JLL**, with over **500,000 registered users**.
- Contributed to the **acquisition of Zoojoobe** by a **US-based company in 2018**, with significant user base growth and corporate adoption.

Gained 52 corporates, over 500,000 registered users. Acquired by US based company in 2018

Tools

Product

- Atlassian Jira
- Hotjar
- MixPanel
- OneSignal
- Sentry
- Metabase

Design

- Figma
- Sketch
- ProtoPie
- Adobe Photoshop
- Adobe Illustrator
- Invision App
- Lottie Creator

CRM & Analytics

- Mailchimp
- Mautic
- Hubspot
- AppsFlyer
- Google Analytics

Languages

English: Advanced (C1, CEFR)

Deutsch : Intermediate (B1, CEFR)

Consultations

Product Consultant

Jan 2020 - Jan 2021

Stackin.dev

Conducted feasibility studies, created prototypes, gathered feedback, and refined the MVP for initial 10 customers

Design Consultant

Aug 2020 - Jan 2021

LetsVing

Identified pain points, conducted usability testing and designed the initial UI of the product.