



## Bhavik Vala

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Product Manager | Expert in Building User-Centric, Scalable Blockchain & Crypto Solutions | Passionate About Driving Growth and Delivering Seamless User Experiences.

### WORK EXPERIENCE

Nov, 2022 – Present

#### Product Manager

CryptoSmartlife – Hyderabad (India)

- Designed and launched a blockchain-based asset management platform, enabling users to invest in pre-built, AI-driven crypto baskets, achieving \$1M+ in AUM within the first 6 months.
- Built foundational expertise in Margin and Futures crypto trading by analyzing user needs, market trends, and developing strategic frameworks for advanced trading products.
- Developed core features like Auto Invest, Dollar-Cost Averaging, and automatic portfolio rebalancing, driving a 60% increase in user engagement and a 35% MoM user growth rate.
- Defined and executed the product vision and roadmap using agile methodologies, delivering a scalable solution within six months. Conducted comprehensive competitive analysis and collaborated with cross-functional teams to secure \$250,000 in seed funding.
- Expanded the platform's footprint in the DeFi sector by securing key partnerships, accelerating user acquisition and adoption by 25% YoY.
- Partnered with Financial Intelligence Unit to ensure compliance with Indian crypto regulations.

March, 2022 – Oct, 2022

#### Product & Business Developer

Liechtenstein Cryptoassets Exchange – Gurugram (India)

- Conducted market analysis to identify user demand for advanced trading features like cross-margin, isolated margin, and perpetual futures, shaping the initial product strategy.
- Explored integration opportunities for Margin and Futures trading via 3rd party APIs to enable diversified trading strategies for platform users.
- Spearheaded strategic planning and execution for token launches, optimizing the crypto token launch framework and product performance through data-driven insights and seamless collaboration with international teams.
- Listed \$LCX token on centralized exchanges that drove 60% boost in trading volume.
- Signed MoUs and SLAs with Layer 1 and infrastructure blockchain projects to propel growth strategies, resulting in a 32% increase in user acquisition within one quarter.

March, 2021 – Feb, 2022

#### Associate Product Manager

Presale Depot – Ahmednagar (India)

- Gathered In-depth expertise in crypto market, macro economics, tokenomics and token distribution along with trading ecosystems such as pre launch, spot and perpetuals.

- Helped the product team to execute go-to-market strategies that successfully positioned the \$DEPOT token in the competitive landscape, resulting in a 40% increase in user adoption.
- Managed the product lifecycle from ideation to launch, ensuring alignment with market demands and user expectations.

June, 2018 – April, 2019 **Master Thesis & Research Assistant**

Ferdinand Steinbeis Research Institute – Stuttgart (Germany)

- Researched blockchain applications in agriculture supply chain traceability.
- Developed a blockchain solution using Hyperledger Sawtooth for tracking coffee bean provenance and elimination of middle entities.
- Analyzed data to optimize tracking and validation processes across supply chain stakeholders.
- Presented research findings and PoC to stakeholders, academic peers, and university professors as part of the final thesis to conclude the MS degree.

**EDUCATION**

Oct, 2016 – Aug, 2019 **Master of Science – Digital Engineering**

Otto von Guericke Universität, Magdeburg (Germany)

- **Major in Blockchain & Swarm Intelligence**

Aug, 2011 – July, 2014 **Bachelor of Engineering – Electronics and Communication**

Gujarat Technological University, Ahmedabad (India)

- **Major in Telecommunications**

**Ability**

**Tools** →

• Shortcut	• Mixpanel	• Trello	• Canva
• Etherscan	• Postman	• Notion	• Jira
• Git	• Bubble.io	• Webflow	• DeFi Lama
• Various Blockchains	• HyperledgerSawtooth	• Google Analytics	• Visio
• Dune Analystics	• Balasmic	• Draw.io	• Figma
• Smart Contracts	• MS Office	• Adobe	• Odoo

**Skills** →

• Understanding of Blockchain, Crypto and Exchanges	• Spot, Margin and Futures Trading	• Product Strategy and Roadmap	• Agile Development
• Token Launch Strategy	• Product Lifecycle	• Tokenomics Design	• Go to Market
• Decentralized Finance (DeFi)	• Strategic Alliance	• On Chain Analysis	• A/B Testing
• User Story Writing	• Feature Prioritization	• Staking and NFTs	• Wireframing

**Others**

**Languages**

- English      ○ German (A2)      ○ Hindi      ○ Gujarati