

Sathya Prakash

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Summary

Blockchain Lead Product Manager adept at product strategy and product roadmap with a vision of leadership and Smartcontract development experience of 6+ years. Specialized in innovating Defi functionalities, designing Crypto tokenomics, and marketing Blockchain products. Experienced in designing customer-centric Daap architectures and orchestrating cross-functional teams of analysts, designers, and engineers. Proficient in strategic planning, and agile development, via developing collaborative relationships with cross-functional teams, internal, and external stakeholders.

Work Experience

Nu10 Technologies

Product Manager Blockchain/Crypto/Defi

Bangalore, India

Jan 2022 - July 2022

Nu10 is a web3 service provider, I lead the product Innovation team.

- Lead a team of 4 Blockchain backend engineers, 1 full stack developer, and 2 UI/UX designers.
- Developed more than 25 POC projects in the Enterprise and Public Blockchain domain of which 96% of them were approved for development contributing to the revenue of 2.75 cr INR, a few of them were Dynamic NFT Marketplace, Defi-Soft Staking, Multisig, and Tokenomics.
- Designed and Led the UI/UX team for the web3 gaming project resulting in increased user retention by 27% and revenue by 7.5 Bitcoin per month.
- Designed the tokenomics and architecture for 5+ public and private Blockchain projects generating a revenue of 1.25 cr INR.
- Shortlisted, interviewed 100+, recruited 10 freshers, and trained them in blockchain technology which was 45% of the company's talent pool, who are responsible for developing projects worth 1.25 cr INR.
- Develop 125+ sales collaterals, prepared 25+ Project proposals, BRD & FRD, and Analyzed the technical requirements matching the business use case for the engineering team to build.
- Wrote 50+ Blockchain SEO-friendly technical articles - Smartcontract, DeFi, NFT, Architecture, etc which increased the company's website traffic by 150%.

Yogeek Athleisure

Product Manager

Bangalore, India

Aug 2016 - Dec 2021

- Built and integrated blockchain traceability Dapp to supply chain resulting in 100% traceability of products journey.
- Built the supply chain of bamboo athleisure manufacturing business from idea to 4 million INR turnover business.
- Acquired more than 250+ clients using Account-based Marketing contributing 2.5 million INR revenue.
- Designed & Developed the web app integrating financial and performance tracking metrics.
- Designed 100+ Social media campaigns resulting in 5000+ followers.
- Lead 5+ departments across development, design, marketing, supply chain, finance, and Sales.
- Write 100+ SEO-friendly business and technical articles.
- Tax, Accounts & Finance
- Strategized and launched the B2C brand -GARPENTER targeting the niche market which generated 2.5 million INR.
- Designed and developed the e-commerce website which led a traffic of 1.5k visitors per day.

Education

TamilNadu Open University

B.Sc Psychology

Tamil Nadu, India

Jan 2009 - Dec 2011

Skills & Certifications

Technologies: Ethereum, Hyperledger fabric, Solana, Corda, Polygon, Smart contract,

Languages: Solidity, Rust, goLang, Ruby on Rails, React, Angular.

Tools & Frameworks: Truffle, Hardhat, Ganache, Metamask, Metaplex, Docker, Docker Compose, Infura, remix, Paperspace, Git/Github, Miro, Invision, Figma, Trello, Canva, Wix.

IIM-Kozhikode: Professional Certification Programme in Product Management

IIIT-H: Advanced Certification Program in Blockchain and Distributed Ledger Technologies

Certified Product Management, Enterprise Blockchain Architecture, Advanced Product Management - Leadership & Communication, Emotional Intelligence life coach, Ruby on Rails Developer, Blockchain development with Ethereum & Solidity, Sales Management, Inbound sales, Sales Enablement.