Portfolio

Product . Research . Design . Marketing

Apoorv Sharma

Who am I?

My Core Skillset

Hi, I am **Apoorv**!

I've always been fascinated by how humans interact with technology.

From an early age, I explored a variety of interests **but the one constant was my love for computers**. This curiosity naturally led me to Human-Computer Interaction (HCI) and subsequently Product Management where I found the perfect intersection of technology, user experience, and business strategy.

I bring a multi-disciplinary approach to building products that matter

Product Management - Roadmapping, Execution, & Cross-functional Collaboration

User Research & Discovery - Understanding Pain Points, Defining Problem Spaces & User Empathy

Graphics and Web Design - Creating Intuitive, User-friendly Experiences

Marketing & Content - Storytelling, Brand Positioning, And Go-to-market Strategy

Sales & Sales Process Management – Process Design and Optimisation

"Learn to Sell, Learn to Build
If you can do both, you will be unstoppable"
- Naval Ravikant

My First Principles - *Build What Matters, Together*
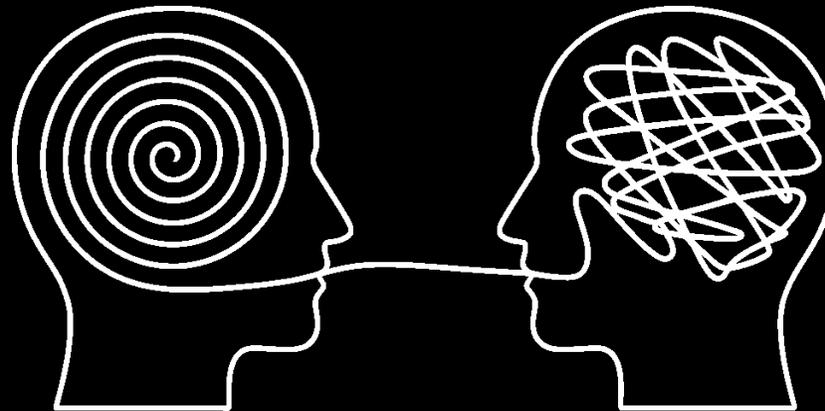
Discovery Driven

Discovery isn't a phase. It's a centering principle.

I believe great product management revolves around discovery.

If we're not anchored in our users' lives, we're building blind. Everything starts with the user - their context, their pain, their reality.

My process is grounded in discovery: surfacing truths, testing scrappy, and iterating continuously.

A product is only as good as the problem it solves. So, keep asking - Are we still solving the right one?

Compassionate Connections

The strongest influence is connection, not control

I build camaraderie with who I work - the kind rooted in respect, curiosity and care.

I nurture bonds that turn teams into allies, and stakeholders into believers.

Over time, those bonds become bridges - making hard conversations easier, alignment faster, and collaboration deeper.

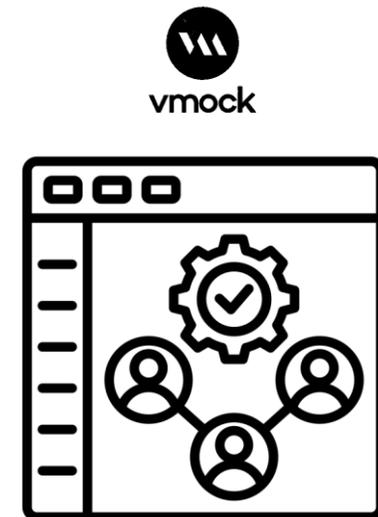*People don't go the extra mile for roadmaps. They do it for people they care about.*

Logic / Reason

What to build

People / Chaos

How to build

Product Portfolio

PI Rematcher

Competitive Intelligence Product

(Launched)
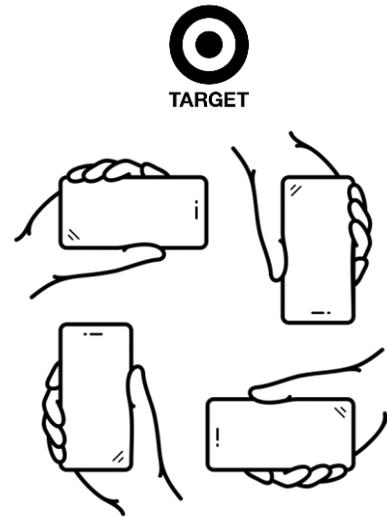
Target Together

Shared Shopping Experiences

(Proof Of Concept)

Unity

Sales CRM

(Launched)

#1 - PI Rematcher | ⊙ TARGET *Enterprise Product on Desktop Web*

Problem Space

Competitive Pricing's First Step Is Availability Of Product Matches

Target Strategy & PI's role: Target follows a Price-Follower Strategy matching Walmart's pricing to stay competitive. PI, an internal Competitive Intelligence tool maps Target's in-store products to Walmart's.

PI's Playbook: PI employs automated & manual mapping for items. These maps generate *price signals* in an adjacent product called ShopRight

Systemic Shortcomings: Many products *lost signals* due to temporary disruptions, manual matching limitations. This coupled with lack of reverse data flow from downstream systems led to black-boxing signal status

Impact: Nearly 33% of adjustable SKUs lacked pricing signals, meaning pricing decisions were being taken without critical data

Solution

PI Rematcher: A process and/or interface to add additional matches to just the assortment that has lost signals so that downstream products have better signal coverage.
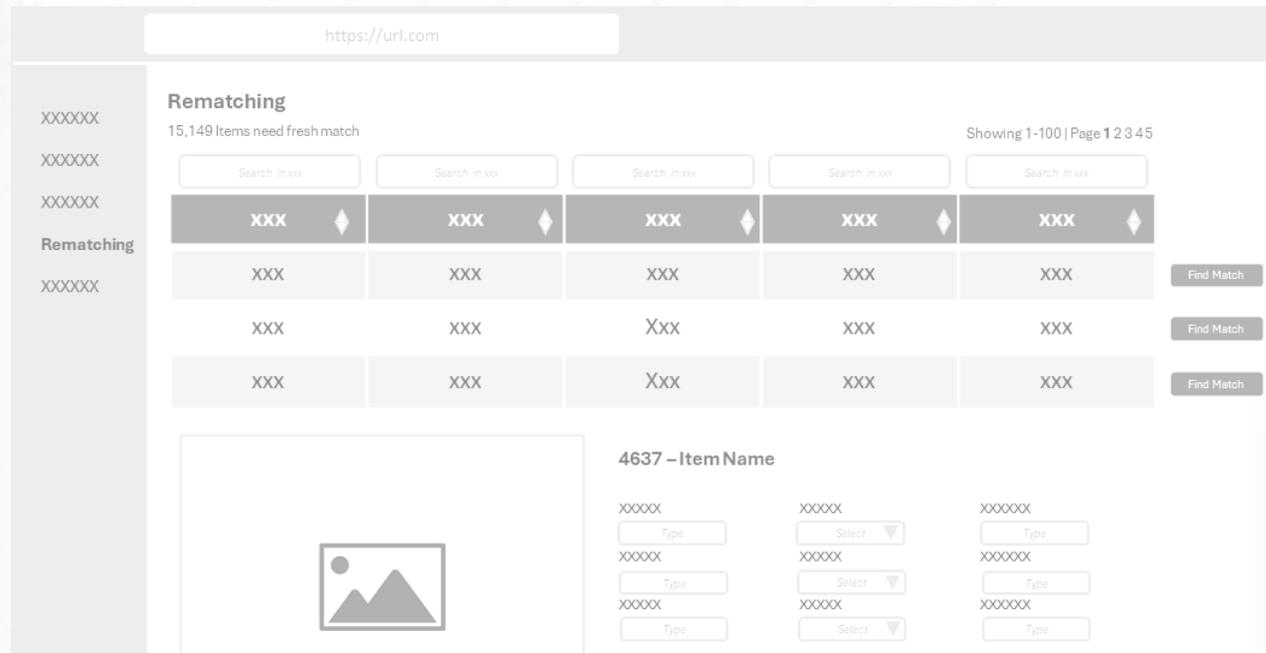
Visualisation of PI Rematching interface

Building Blocks

Conditional logic for Robust Definition of Lost Signals

Led cross-team discovery sessions to define lost signal criteria with merchandising, pricing teams, engineers & product managers.

Factors identified were product type, seasonality, exclusivity contracts, and historical data.

Bridge with ShopRight for lost signal status

Overcame API bottleneck by developing a Kafka-based data stream, enabling real-time updates on lost signals.

Extracted API promise on roadmap

Interface to add fresh matches manually

Built an interface integrated into the PI portal with:

- Search, sort, and filter capabilities.
- Mimicked SKU rematching workflows, reducing training requirement

My Role

Associate Product Manager, mentored by Senior PM of PI product.

Stack: Spring Boot, Postgres, React, Kafka

Activities: Cross-functional Discovery Sessions, UX Design, PRD, Agile team meetings, Roadmapping, Distribution

Impact

Objectives:
1. North Star Metric - Improve Signal Coverage Ratio* by at least 15%
2. Create Roadmap for future Automated Rematching Process

Results
1. **22.1% Uplift in North Star Metric** of Signal Coverage Ratio in First Pass Pilot
2. Pricing Data available on products that generate **revenue upwards of $4BN USD annually** (projection) that was previously unavailable
3. Future Roadmaps for Lost Signal API as well as automated matching process and tactical features created basis user research delivered.

*Signal Coverage Ratio - No. of SKUs generating signal/No. of Price Adjustable SKUs

#2 – Target Together | ◎ TARGET *Consumer Proof of Concept on Mobile App*

Problem Space

Shopping as a family online at Target shouldn't be this hard.

Target's Mission dissonance: Target mission statement is "*To help all families discover the joy of everyday life*". It falls short of that promise with all its online shopping experiences being designed with an individual user in mind

Un-ideal Workarounds: 1 in 4 users resorted to password sharing to manage shared purchases, creating security & other risks

Families want to shop together: Research discovered Families faced frustrations managing budgets, shopping lists, and coordinating purchases

Family Accounts Available: Competitors like Amazon, Spotify, Google, and Netflix already offer family account structures. Target was lagging behind

Solution

Target Together

A family shopping experience that enables multiple accounts under a shared group, solving key family shopping pain points.
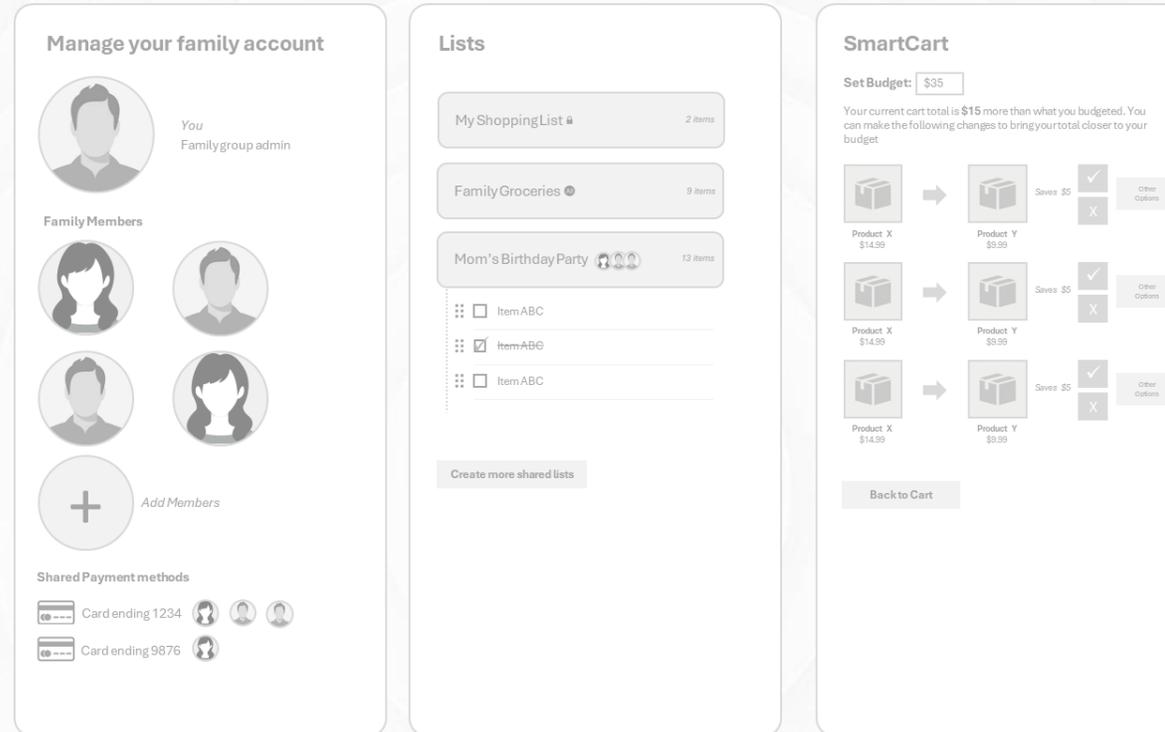
Visualisation of Target Together

Building Blocks

Family Account Framework
- Allowed multiple accounts to link under a family group, eliminating password sharing
- Family admins could add/remove members and share payment methods securely

Shared Shopping Lists
- Enabled families to create, update, and manage shopping lists together
- Allowed multiple members to add items and track purchases in real-time

SmartCart Substitution Wizard
- Users could set a budget, and if exceeded, the system suggested cost-effective substitutions
- Smart Substitution algorithm ensured smaller ticket size did not impact cart profitability

My Role

Finalist @ Target CodeRED Hackathon and Incubatee @ Target Accelerator

Stack: React, Postgres

Activities: Research & Discovery, UX design, Project Planning, Pitching & Demos

Impact *(POC only)*

Objectives
1. Reduce Abandoned Carts
2. Increase Target's Share of Wallet

Results
1. Delivered operational Proof of Concept
2. Featured at Target's Quarterly Technology Demo Day, securing interest from key teams
3. Portions of the concept added to Target's product backlog

Suggested Metrics* (Not Exhaustive)
1. Engagement: Family Account Adoption Rate, List Shares
2. Conversion: Cart Completion Rate, Purchase Frequency, Average Order Value (AOV), SmartCart Substitutions, Substituted Margin

#3 – Unity Sales CRM | *Enterprise Product on Desktop Web*

Problem Space

Digitizing legacy processes required a new platform in the face of global expansion

Legacy Processes: VMock's sales process was highly manual, reliant on email communication and individual dependencies

Multi-geography operation: Expansion to the US and UK amplified these challenges, risking communication delays and data loss
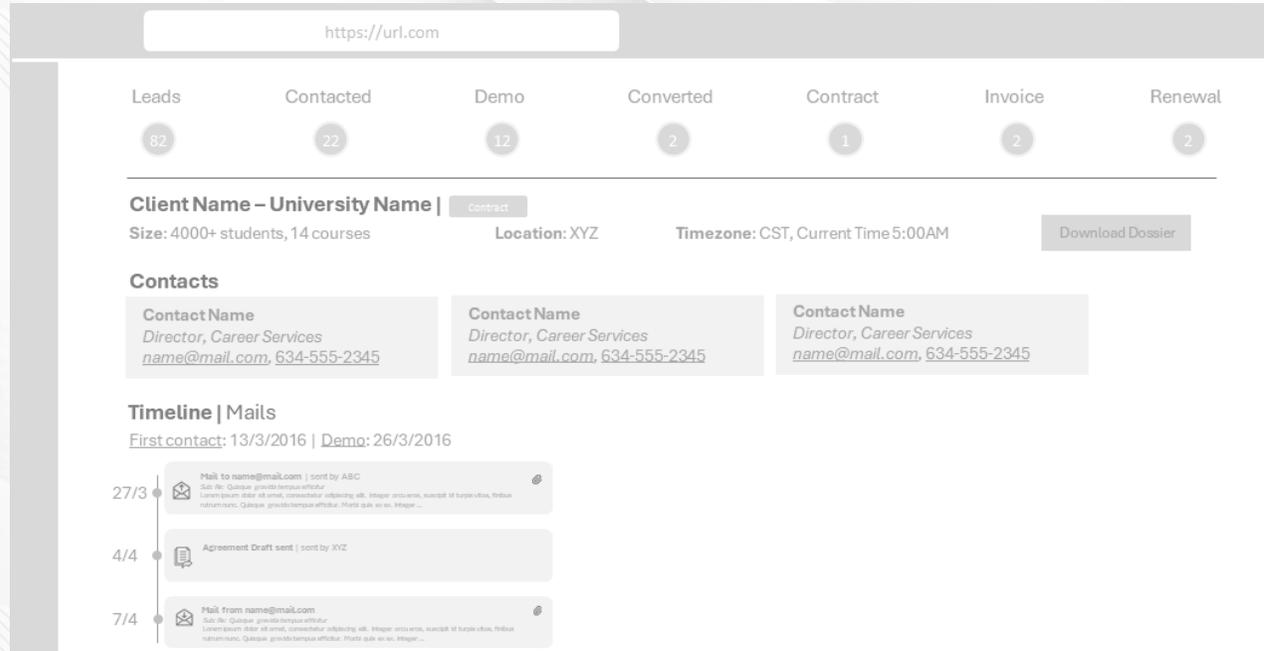
Critical Incidents: Missed client responses, pipeline mismanagement, and breakdowns in coordination resulted in lost revenue and reputational risks

Alignment with Organizational direction: To service a growing startup the sales management needed transparency, scalability, and efficiency

Solution

Unity Sales CRM: Digitizing leads allocation and sales pipeline management would lead to better transparency and efficient management, creating one source of truth for everything related to sales

CRM would aim to address individual needs of sales reps, sales admin, founders and company investors

Visualisation of Unity Sales CRM

Building Blocks

Contextual Access Control: views and permissions for Sales Reps, Admins, Founders, and Investors—each user saw only what they needed

Lead Allocation System: Admins could assign leads to reps, who only saw their assigned accounts

Contact Management: Allowed managing stakeholder contacts under a single organization as relationships grew

Sales Activity Timeline: Auto-organized event logging gave reps a clean, chronological view of every interaction

Smart Email: IMAP integration surfaced client-specific email threads inside the CRM—keeping outreach and context in one place.

Agreement & Invoice Editor: Document editor for contracts and invoices editable directly within the CRM

My Role

Subject Matter Expert, as Sales Process manager

Stack: React, MySQL, Python

Activities: Discovery, UX Design, Project Planning, Execution and Roadmapping, User education & Training

Impact

Objectives:

1. North Star Metric: Reduce Critical Incident Rate

2. Enhance transparency and efficiency in the sales team

Results

1. **Reduced Critical Incident Rate to 0** within the first month of CRM adoption

2. **Enhanced sales pipeline velocity by 10%**, improving speed of deal closures

3. Provided a scalable sales infrastructure supporting future international growth

Research Portfolio

Research Techniques

Usability Testing

User Interviews

A/B & Multivariate Testing

Diary Studies

Surveys

Quantitative Analysis Techniques

Focus Groups

Secondary Data Consolidation

Notable Projects

Digital Remodel
Redesign of Target Homepage involving competitive analysis and usability testing to optimize user experience.

Biometric Authentication
Usability testing of TargetID biometric authentication for employee login verification, focusing on security and ease of use.

Grocery Shopping
Generative research to understand shopper behavior and identify pain points in Target's online grocery shopping experience.

Voice Commerce
Research to validate Google Home-based shopping experience and assess potential adoption.

Holiday Language Study
Longitudinal research to refine post-order communication (emails and texts) during holiday shopping season.

Fresh Order Pickup
Pilot test for curbside pickup fulfillment during COVID, ensuring seamless customer experience when in-store shopping was restricted.

Sponsored Listings
A/B (multivariate) testing to determine optimal ad placements for sponsored listings on product pages, maximizing visibility and conversion.

Registry Redesign
Design thinking workshop aimed at improving Target gift registry experience.

Apple Brand Partnership
Brand partnership with Apple, creating dedicated hub pages for Apple products on Target's platform.

ULTA Virtual Try-On
Usability testing of AR-powered beauty try-on tool in partnership with ULTA, enabling virtual trials of lipsticks, foundations, and cosmetics.

Tools & Expertise

Discovery

Usability Studies, Diary Studies and Interviews

User Testing   dscout

zoom

Surveys

qualtrics.XM

Analytics & Measurement

Website & Business Tracking

Google Analytics   Adobe Analytics

◉ **Greenfield***

A/B Tests

◉ **Sapphire***

Heatmaps

neurons   hotjar

Product & Essentials

Documentation & Collaboration

Jira   Office

Confluence   miro

Basic Web Design

HTML 5   CSS 3   WordPress

Data and Visualisation

tableau   MySQL

Power BI

Design

Wireframing & Prototyping

Figma

Graphics Design and Video

Ps   Ai   Pr   Ae

Trainings

◉ **PRODUCT FELLOWSHIP**   UXINDIA

IBM PRACTITIONER   NN/g

Proprietary software

Testimonials

"

I had the pleasure of working with Apoorv in 2 capacities — mentoring him as a Product Fellow and partnering with him as a Product Researcher at Target.

As a Product Fellow, Apoorv quickly demonstrated a strong understanding of product management principles, consistently generating creative ideas and valuable insights. Throughout the fellowship, he collaborated seamlessly with cross-functional teams—engineering, product operations, and business—and his optimistic attitude, along with his ability to influence and drive progress, played a key role in ensuring timely product launches.

As a Product Researcher, Apoorv's attention to detail and deep empathy for Target guests were evident in his ability to dive deep into the customer psyche.

My only regret is that our time working together was limited to just one year. I have no doubt that Apoorv will continue to thrive in his career.

"

Jennifer Pinto
Senior Product Manager @ Target
Jennifer was Apoorv's mentor during his Product
Fellowship and also partnered for research needs

"

Worked with Apoorv on a few projects and in THS, and it's been a great experience. Despite not coming from a technical background, he's got a solid grip on tech fundamentals, which honestly makes working with him super easy. He's also one of those people who makes everyone feel comfortable—doesn't matter if you're a senior, junior, or peer.

Beyond work, he's been involved in a ton of initiatives—MGT, THS, hackathons, Product Fellowship—you name it. Plus, he's a real champ when it comes to diversity and inclusion, always pushing for a more inclusive environment. Definitely had a positive impact on the team, and gonna miss working with him.

Best of luck, Apoorv!

"

Satish H
Senior Engineering Manager @ Target
Satish worked with Apoorv as an engineering partner on
projects and some Target initiatives

"

I had the chance to work with Apoorv during his fellowship, and he made things really easy. Even without a technical background, he understands tech fundamentals well enough to contribute meaningfully.

He also picks up details fast—even in a complex space, he was quick to understand and adapt. And on top of that, he's great to work with—always open to different perspectives and respectful in discussions.

"

Samiran Sarkar
Lead Engineer, AI/ML @ Target
Samiran worked with Apoorv as an engineering partner
on his fellowship project

Testimonials

"

I had the pleasure of working with Apoorv, and he truly stands out as an exceptional team player. He always takes the initiative in group activities and projects, driving progress with his proactive approach. Apoorv brings fresh ideas and perspectives to the table, sharing them openly and objectively, which always enriches discussions.

His active participation in design workshops and brainstorming sessions demonstrates his dedication to the creative process. What sets him apart is his thoughtfulness and support for his teammates—he genuinely cares about their goals and goes out of his way to help them succeed.

Apoorv's curiosity and ability to ask insightful questions reduce ambiguity and ensure clarity in every project he works on. He's an invaluable asset to any team, and I'm confident he will continue to excel in all his endeavors.

"

Tonmoy Phukan
Senior Product Designer @ Target
Tonmoy was a design partner with Apoorv on projects and Design Thinking Workshops

"

I had the pleasure of working with Apoorv on two projects during his time at Target, and I can confidently say he's an exceptional product researcher and an outstanding collaborator.

Apoorv is incredibly easy to work with, always respectful of design expertise, and approaches problem-solving with a collaborative mindset. Rather than dictating solutions, he thrives in brainstorming sessions, ensuring we find the best path forward as a team.

What sets Apoorv apart is his innate understanding of design. He brings a touch of design thinking to his research work, which helps bridge the gap between research insights and actionable design solutions. When the situation calls for it, he's also more than capable of stepping up and leading with clarity and confidence.

Apoorv is a fantastic partner to work with, and I'm genuinely bummed that we won't get to collaborate further. Wishing him all the best in his next adventure— I'm confident he'll continue to excel wherever he goes!

"

Kishore Asokan
Senior Product Designer @ Target
Kishore was a design partner with Apoorv on projects and Target initiatives

"

Got the chance to work with Apoorv on a few projects as an adjacent partner, and he's been great to collaborate with. His presentation skills and research abilities really stand out—he's not just thorough, but also knows how to communicate ideas in a way that actually lands. Also, gotta appreciate that he's not afraid to take a bit of a risky route when needed, which honestly makes for better discussions and outcomes.

Beyond that, he's got a solid presence—both as a personality and a team player. The kind of person you want around in a team.

Bummed we won't get to work together more, but wishing him all the best ahead!

Adrija Dhoundiyal
Research Manager @ Target
Adrija worked with Apoorv as an adjacent research team partner on projects and Target initiatives

Testimonials

"

Apoorv was a wonderful part of the research team at Target. His strengths span both qualitative and quantitative methods.

His ability to zoom in and out of the details to paint the larger story while also pulling out key nuances is valuable. He employs creative storytelling techniques with audio visual stimuli to engage the audience when he presents insights. Overall it was a pleasure to work alongside him and see him grow as a researcher over the years.

Namrata Shenoy
Sr. UX Manager - Research @ Target
Apoorv reported to Namrata

"

I'm delighted to have played a role in Apoorv's growth as a Product Researcher. His potential was evident from the start, as I hired him, and with consistent effort and guidance, he progresses to becoming a skilled and valuable team member. His enthusiasm for learning and his dedication to uncovering user needs are qualities that will undoubtedly lead to future success. He was a great team player and brought a ton of great energy to the team. I'm excited to see what he accomplishes in the years to come.

Bimal Syam
Director @ Target
Apoorv reported to Bimal

"

Apoorv has been an incredible partner during the Hackathon! His passion and commitment to ensuring everyone's ideas were heard and building consensus within a diverse team truly stood out. He has a great balance of being respectful while staying assertive when needed. Apoorv's storytelling skills and strength as a presenter are unmatched. I genuinely hope our paths cross again in the future!

Rahul Suresh
Research Manager @ Target
Rahul worked with Apoorv as a team member in Target's Hackathon and Incubation program

Marketing & Content

At VMock, I also led the Marketing team and revamped branding and content strategy.

I revamped the content strategy to align better with VMock's brand identity. This involved relaunching the blog, in-product marketing pushes, email campaigns, and Facebook PPC campaigns

Before that, I was responsible for handling SSCBS's official social media handles as the marketing head of the college's student PR Cell

Design & Video

I picked up graphics design as a happy accident during my graduation and have designed logos, merchandise, and marketing collaterals.

Graphics Design slowly led to web design and I began to design websites as well.

My favourite project in this phase was the website of ChocoWishes - where I created an ecommerce website with a fully functioning shopping system and payment gateway integration.

I dabbled in videography and basic animation as well while pursuing my MBA
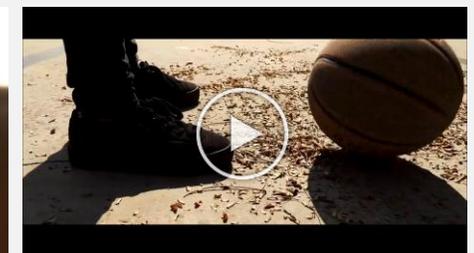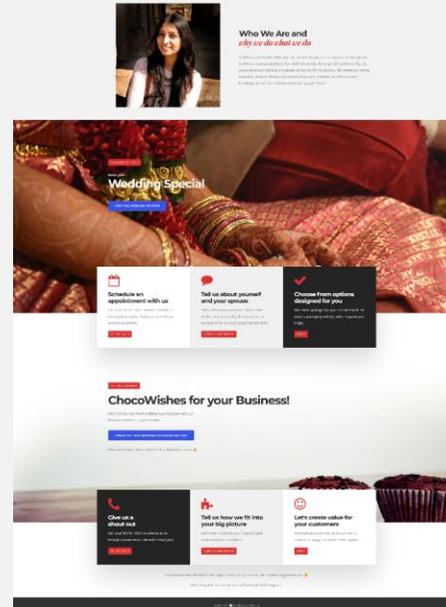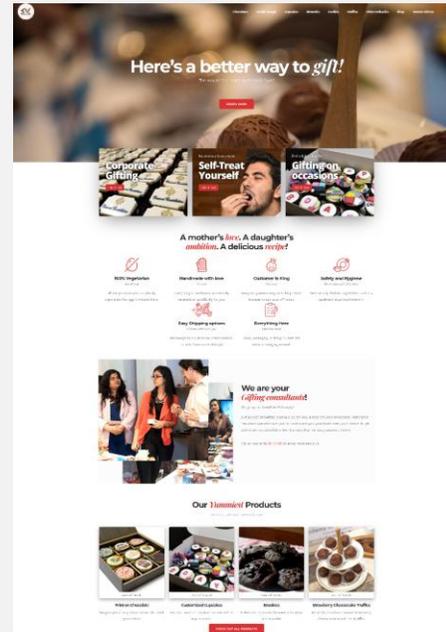
Thank you for looking at my Portfolio

Feel free to offer me feedback at mail@apoorvsharma.me or on LinkedIn!