

# Tulika Jain

## Product Manager | Entrepreneur

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### PROFESSIONAL EXPERIENCE

NEXT DECADE – Paris, France

2021 – 2022

#### Co-Founder | Chief Product Officer

VC-backed NFT startup, with investors from top luxury brands. 1 of 3 co-founders. Web3 x Luxury x 3D

- Launched [buns.land](http://buns.land) NFT project to kickstart the company. Within 4 months, made ~\$200,000 in 1st hand sales, sold out 2 collections (in <10 min & <3 min), and obtained VC funding.
- Managed sold out NFT projects for 3+ brand simultaneously (gaming & high luxury), earning \$500k+ from 800+ buyers. Used Next Decade's in-house development, design, and marketing teams.
- Drove conceptualization, design, development, and growth for a 3D social network dApp, gaining 700 users within 3 months after launch. Designed UX for concept testing, user testing, and production. <https://nextdecade.app>
- Leveraged analytics to drive product enhancements and strategize feature development, leading to increased user engagement. Formed 1-1 relationships with community members to co-build their digital experience.

LOUIS VUITTON – Paris, France

2018 - 2021

#### Technical Product Manager

Recruited into a small multidisciplinary team working under CFO. Responsible for launching IoT devices sold for \$1k - 6k.

- Built and launched 5+ connected devices from scratch that generated \$250M+ in sales globally. Sold out 3 products.
- Led 5+ independent international (China, USA, France) development and design teams simultaneously using agile methods to launch IoT objects, their companion mobile app, & APIs.
- Drove and supported global go-to-market collaboration for multiple sold-out product launches; training client advisors internationally, technical support during/after launch, marketing activations, visual merchandising strategy, etc.
- Managed technical implementation & partners for first ever connected bags/shoes prototypes used on runway of Men's (Virgil Abloh) & Women's Paris/NY Fashion Show. 2/3 products were mass produced and sold in the season collection.

**Commercial Products:** Tambour Horizon Light Up Connected Watch, Louis Vuitton Horizon Light Up Speaker, Louis Vuitton Earphones, Tambour Horizon Connected Watch (V2) **LV Fashion Show:** Fiber-optic bag, Fiber-optic shoes, Canvas of the Future

QUALCOMM – San Diego, California, USA

Summers '14, '15, '16

#### Software Engineering Intern

- Enabled analysis of task migration data to decide if CPU stalls should be included in scheduler policy. Docker, C, Python.
- Designed an automatic system for calibrating and testing the camera testing machine using C++.
- Designed and developed a profiler for Qualcomm's flagship Snapdragon Profiler using GTK+ and Xamarin Studio.

### CONSULTING & OTHER PROJECTS

NIDAAN MEDICARE – Remote

2022 - 2023

#### Product and Strategy Consultant

Nidaan enabled remote doctor-patient communication in India, & struggled to hit PMF, develop efficiently, be bug free.

- Restructured the mobile app and website to simplify an extremely hard-to-use experience, resulting in 80% decrease in customer complaints, 30% decrease in manual onboarding time, and 70% reduction in bugs.
- Defined clear product strategy and set up agile methods for dev team, reducing development time by 30%.
- Identified a failing business model by conducting interviews and analyzing data.

EMPATHY – Remote

2020

#### Co-Founder | Front-End Developer

Identified a need for a community-oriented Covid tracking app. Worked with back-end developer and designer.

- Developed front end using Flutter and co-designed the product. Ready to launch on iOS and Android within 2 months.
- Unable to launch, as a new law allowed only governmental or educational institution to launch Covid related apps.

### EDUCATION & ETC

#### BACHELOR OF ARTS, Computer Science 2017

University of California, Berkeley

#### Technologies

Python | C | Swift | C# | Java | HTML  
iOS/Android App | Blockchain | IoT  
3D Design & Dev | Web | NFT | API

#### Tools

Adobe Tools | Figma | Sketch | JIRA  
Confluence | Mixpanel | Notion  
TeamGantt | Miro

#### Languages

English (native) | French (fluent)  
Hindi (native) | Spanish (intermediate)