

Pankaj Taneja

Chandigarh, India

pankaj@regif.org | +919501272060 | www.pankajunk.com

Summary

- Accomplished Product Manager and Owner with over 8 years of experience leading B2B SaaS and no-code platforms, driving product vision, strategy, and execution
- Extensive experience in fast paced global startup environments, including 7 years working in Washington DC, USA on an H1B visa.
- Successfully managed and scaled products like WorkMap.ai (no-code workflow automation) and uShare.to (team communication and client engagement)
- Expertise in owning product roadmaps, sprint planning, market research, and delivering customer-centric solutions with a data-driven approach
- Skilled in cross-functional leadership, collaborating with engineering, design, marketing, and executive teams to align product goals with business objectives
- Strong background in UI/UX design, enabling seamless translation of user needs into actionable product features
- Founded and launched two original products: TalkForm.org (voice-enabled form builder) and reGif.org (GIF editor) using AI platforms like Claude, Grok and Deepseek.
- Passionate about web design and delivering beautiful and usable web experiences
- Background in digital marketing leadership, with a strong understanding of user requirements and marketing dynamics.

Skills & Tools

- **Product Management:** Roadmap ownership, sprint planning (Jira, Redmine), market research, competitive analysis, stakeholder management, Agile methodologies
- **Design & UX:** UI/UX mockups, Figma, Photoshop, design systems, responsive/mobile-first design
- **Technical Proficiency:** HTML, CSS, JavaScript (frontend basics for collaboration with engineering)
- **Data-Driven Decision Making:** Google Analytics, A/B testing, user feedback analysis
- **Research & Strategy:** User interviews, usability testing, journey mapping, market trend analysis
- **AI Tools:** Claude, ChatGPT, Gemini, Grok, Deepseek

Experience

Founder & Product Manager | [TalkForm.org](https://talkform.org) & reGif.org

Chandigarh, India (remote) | Sept 2024 – Present

I took a few months to explore 2 AI powered product ventures as a founder. The goal was to leverage and explore AI platforms like Claude, Gemini, DeepSeek and Grok to do full stack development without a development team

- Conceived, designed, and launched TalkForm.org, a voice-enabled form builder simplifying data collection, driving innovation with AI-powered features
- Conceived, designed, and launched reGif.org, a freemium GIF editor tailored for digital artists and meme creators, prioritizing a mobile-first experience
- Define product vision, prioritize features, and oversee end-to-end development from concept to market

Senior Product Manager & Owner | [WorkMap.ai](https://workmap.ai) (HyperOffice)

Chandigarh, India (remote) | Jan 2020 – Sept 2024

WorkMap.ai was the flagship product of HyperOffice, a pioneer in B2B SaaS since 2004. I led product strategy and execution for WorkMap.ai, a no-code workflow automation and database app platform, delivering scalable solutions for diverse industries:

- Owned the product vision and roadmap, aligning with company goals and customer needs
- Conducted in-depth competitive research and market analysis to identify opportunities, differentiators, and emerging trends, informing strategic roadmap decisions
- Spearheaded UI/UX design efforts, creating mockups and collaborating with design teams to ensure intuitive, user-focused interfaces
- Planned and managed sprints in Jira, driving Agile development cycles and ensuring on-time delivery of high-priority features
- Created detailed product specifications, bridging technical and non-technical teams to execute complex workflows and AI-powered automation features
- Collaborated with engineering, marketing, and leadership to balance stakeholder needs and deliver a market-leading product
- Introduced pandemic-related templates (e.g., hospital staff allocation systems), enhancing platform relevance and user adoption
- Monitored KPIs and user feedback to iterate and optimize product performance

Product Manager (Non-Technical) | uShare.to (HyperOffice)

Chandigarh, India (remote) | Jan 2017 – Jan 2020

uShare.to was a multi-modal team communication and client engagement platform developed by HyperOffice, a pioneer in B2B SaaS since 2004. My responsibilities:

- Defined and managed the product roadmap, expanding the platform from team communication to client engagement capabilities
- Planned and oversaw sprints in Redmine, ensuring alignment between development timelines and business priorities
- Created detailed product specifications to guide engineering teams in feature development
- Designed UI/UX mockups, collaborating with designers to enhance usability and customer experience
- Worked closely with stakeholders to prioritize features, gather requirements, and deliver value to users
- Analyzed user feedback and usage metrics to refine product direction and improve adoption

Digital Marketing Manager | [HyperOffice](#)

Washington DC region, USA | Dec 2010 – Dec 2017

Led digital marketing for Atlas, HyperOffice's flagship B2B collaboration suite:

- Devised a comprehensive digital strategy including SEO, PPC, email marketing, and content marketing to build brand awareness and generate leads
- Managed press and analyst relations, driving media interest in HyperOffice offerings
- Conceptualized and created content such as presentations, press releases, videos, articles, whitepapers, infographics, and website content
- Directed graphic and web design teams to produce high-quality digital assets
- Analyzed website metrics using Google Analytics to track goals and optimize conversion rates

Portfolio

- **Product Management.** [Talkform.org](#), [WorkMap.ai](#), [Regif.org](#), [uShare.to](#)
- **Web Design.** [Example1](#), [Example2](#), [Example3](#), [Example4](#), [Example5](#)
- **Graphic design.** [CSS Animals](#), [Video](#), [Video](#), [Brochure](#), [Icon](#), [Infographic](#)

Education

- **Certificate in Digital Marketing** – Georgetown University, Washington DC (2013)
- **MBA (International Business)** – Punjab University, India (2002–2004)
- **BA (Maths, Economics, English)** – Punjab University, India (1998–2001)