Neeraj Mathur

Product Management and Design

- 20+ years - startups and enterprises
- Led varying sizes of PM and Design teams
Product building is a team sport.
Roles, Responsibilities and Skills
PM and UX is an equal partnership
Why?
When?
PM

What!
UX

How?
Use the overlap to your advantage
All that sounds good... how might we?
Engage - early & often
Identify and play to strengths
Build deep empathy
Communicate - clearly and directly
Listen with intent - to understand
Enabling multiple perspectives helps building better products
Learn and educate
Probe decisions not the person
Be fluid and adapt
Continuous learning helps meaningful iteration
Deliver stunning and useful product to users
PM & Design
The Dynamic Duo

- Clear on roles and skills
- Always be a partner
- Play to strengths
- Communicate
- Learn and educate
- Adapt and iterate

Photo by Andrew Neel on Unsplash
Behind every great product, there is great collaboration between product manager and designer.