

SHANE SARIN

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SUMMARY

Product and growth professional with experience on consumer and developer platforms at scale. Currently building Vaada —a stake-based commitment platform with automated verification and programmable consequences for real-world behavior. Previously drove SDK adoption and dapp integrations at MetaMask, coordinated cross-functional growth initiatives across product, engineering, legal, and business teams, and operated as first business hire at a \$50M-funded startup. Combines strong product, design, and growth intuition with hands-on experience driving sustainable user growth and building engagement mechanics from the ground up.

EXPERIENCE

Product Growth | Consensys (MetaMask, MMI, Infura) | Remote

2023 – 2025

- Contributed to growth strategy across Consensys product suite (MetaMask: 30M+ MAU, Infura: 350K+ developers), identifying high-ROI opportunities to grow addressable audience
- Contributed to developer acquisition and activation initiatives, running targeted campaigns that helped users discover core product value
- Analyzed data across Looker, Salesforce, and Mixpanel to identify business opportunities and inform go-to-market strategy
- Spearheaded cross-functional initiatives across engineering, product, legal, and business teams to ensure seamless product delivery

Analyst | RECUR (\$50M Series A) | Miami, FL

2021 – 2022

- First business hire outside executive team; supported founders through \$50M raise and early-stage growth
- Partnered with Discord representatives to architect the design and strategy behind RECUR's Discord; grew user base to 30K+ members
- Conducted and presented weekly market research reports to leadership regarding industry trends and competitor analysis

Business Analyst | Infosys | Raleigh, NC

2020 – 2021

- Project managed onboarding efforts for new consultants to access the Verizon Network; increased onboarding efficiency by 30%
- Developed weekly presentations and reports to communicate key messages to senior management
- Increased approval rate for billable hours submitted by the Infosys team from 50% to 75% in first month

PROJECTS

Vaada

2026 – Present

- Building Vaada, a stake-based commitment market where users lock USDC on verifiable personal goals (e.g. Apple Health step targets); deployed on Base
- Designed revenue model: 10% protocol fee on forfeited stakes plus yield earned on pooled USDC via a Morpho vault; winners split the remainder
- Built anti-fraud systems to block backdated activities and manual-entry spoofing
- Shipped full stack solo — Solidity smart contracts, Next.js web app, and native iOS app (SwiftUI) with automated settlement infrastructure

EDUCATION

University of North Carolina at Chapel Hill | B.A. Economics, Minor in Entrepreneurship

IESEG School of Management, Paris | International Business, Law, Economics (Study Abroad)

SKILLS & TOOLS

Growth & Product: User Acquisition, Activation & Retention Strategy, A/B Testing, Developer Relations, SDK Adoption, Community Growth, Cross-functional Leadership, Systems Thinking, Incentive Design

Technical: SQL, Looker, Google Analytics, Salesforce, Mixpanel, Product Analytics, API/SDK Integration Workflows, Prompt Engineering, AI Tools (Claude, Claude Code)

Key Achievements: N.C. State DECA 1st Place Winner (Growing Your Own Business); 2nd Place Finisher in Sotheby's Pak NFT Auction Estimation