

# Viraj Mahesh

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## EXPERIENCE

**Senior Product Manager**, YouTube

Sep 2019 – Present

*Lead a team of 15 engineers to launch 7 features used by hundreds of millions of viewers to be more immersed and find the perfect moment in a video to watch*

- Launched [long-press to fast forward](#). Used by **150M** daily active users. An engineer on the team proposed this feature. I recognized its potential and secured investment from team leads to build and launch the feature.
- [Increased the size of image previews](#) while seeking, improving the experience for **50%** of daily users. Negotiated approval for additional machine resources for this project amidst company-wide resource reduction initiatives.
- Grew auto-chapter coverage by **10x** using generative AI models, meeting the ambitious goal Sundar Pichai [announced](#) at Google I/O.
- Launched [pinch-to-zoom](#) on mobile devices, used by **100M** users every day. Sundar Pichai [tweeted](#) about the launch. Optimized the design to avoid gesture conflict and accidental triggering.
- Launched [precise seeking](#), used by **150M** users daily.

*Managed the video downloading and consumption experience for YouTube Go, a dedicated YouTube app optimized for new internet users in emerging markets*

- Removed on-boarding bottlenecks such as account creation that hurt adoption by new internet users. Increased watchtime and DAU by **+6.5%**
- Collaborated with marketing and BD to run user acquisition campaigns that added **+3.5M** DAU in emerging markets like India and Indonesia
- Drove the creation of a new file format for storing downloaded videos in the user's gallery, enabling them to share downloaded videos peer-to-peer without using data.

*Acquired new YouTube Premium subscribers by optimizing top-of-funnel (+5% signups), and retain existing members by launching highly used features (25%+ of subscribers; +15% downloads watch time)*

- Launched [picture-in-picture \(PiP\)](#) on the YouTube iOS mobile app for all users in the US, and Premium subscribers globally. **+5%** watchtime and **+0.13%** daily active users in the US. Used by **25%** of Premium subscribers. Influenced Apple to change the iOS PiP API to support YouTube's custom player.
- Launched [Smart Downloads](#) for Premium subscribers. **+10%** download watchtime and **+3%** download viewers.
- Launched the ability to [download and watch YouTube videos in the browser when you're offline](#). **+5%** download watch time and **+4%** Premium signups.
- Expanded the Premium acquisition funnel by showing the download button in more places in the app. **+1%** Premium signups. Convinced team leads to work on this even though it was outside our formal scope.

*Launched an innovative new way to watch YouTube by partnering with social apps*

- Partnered with [Discord](#), [Google Meet](#), and [Apple FaceTime](#) to launch co-watch integrations that let viewers watch videos together in sync while on a video or voice call.

**Product Manager**, Google

Jul 2017 – Jul 2018

- Launched Wi-Fi calling for Google Voice, enabling the service to pivot from consumer to enterprise
- Increased accuracy of spam call detection on Android phones, and launched spam SMS detection

**Product Management Intern**, Google

Jul 2016 - Aug 2016

- Defined the age-gating requirements and product experience for YouTube Premium family plans.

## EDUCATION

**University of California, Berkeley**

May 2017

Bachelor of Science, highest distinction, in Electrical Engineering and Computer Science

GPA: 3.95 (Top 3%)

Awards: Arthur M. Hopkin Award; Dean's List (Fa13, Fa14 – Sp16); Honors to date (Fa13 – Sp17)

Activities: Undergraduate Researcher; Teaching Assistant

Selected Coursework: Machine Learning, Artificial Intelligence, Databases, Corporate Finance, Negotiation