

Anannya Chuli

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SUMMARY

Product Manager with **2+ years of experience building 0 to 1 AI driven products** and internal platforms on GCP, owning end-to-end product vision and execution from discovery through delivery. Proven at synthesizing multi-stakeholder problem spaces into strategic product endeavours and scalable systems, with a track record of driving measurable gains across support and automation journeys.

EDUCATION

Duke University | Master of Engineering Management

Durham, USA

- *Product Management, Marketing, Competitive Strategies, Design Thinking and Innovation, Explainable AI* Aug 2024 - May 2026
- **Graduate Teaching Assistant for Managing AI in Business**

Vellore Institute of Technology {GPA: 3.83/4.0}

Chennai, India

Bachelor of Technology in Computer Science Engineering

Oct 2020 - May 2024

WORK EXPERIENCE

Gen Digital Inc. | **Global Consumer Services, Sales & Support**

Arizona, United States

Product Manager

Jun 2025 - Present

- Built an agentic AI content pipeline for **Norton Genie** that turned raw support articles into structured, assistant-ready knowledge, reducing **KB production time by 60%** and enhancing **response accuracy across CX support and anti-scam journeys and teams**.
- Launched playbooks for Norton's **conversational AI in Dialogflow CX** with automation engineering, developing prompts for troubleshooting, technical, and refund flows driving **21.5% improvement** in intent handling and **15% reduction** in routing failures.
- Prototyped and validated a self-service Help Center widget for **137K monthly visitors**, iterating on an intent-capture engine and guided troubleshooting walkthroughs and modules integrated with Norton Genie to reduce a **70% failure-to-resolve rate**.
- Automated QA for conversational support using Google Insights, expanding from **< 1% manual sampling to near 100% coverage** of chats by translating legacy QA rubrics into AI-driven scorecards **exceeding 85% accuracy** and CX optimization for Live Help and VA.
- Engineered a **Gemini + BigQuery LLM** enrichment pipeline on **140K+** free-text survey comments into structured themes, sentiment, and effort indicators, enabling downstream analysis of VA failure patterns and journey friction to assist support operations team.
- Designed the **decision architecture and escalation journeys** for Segmentation working with XM and RevGen stakeholders to define **6.9K+ tiering rules** and engagement thresholds across chat and **drive incremental 35% containment** for high-value customers.
- Discovered high-impact agentic AI opportunities across Restoration, Technical Operations, Alerts; scoped first-wave workflows for case audits, ticket logging, and queue traffic analysis projecting **70% faster investigations**, and **35% reduced Salesforce overhead**.

ThinktankJr. | **B2C Education Platform**

Virginia, United States

AI Product Manager

Aug 2023 - Nov 2024

- Led discovery for an AI tutoring assistant by conducting **40+ structured user interviews**, and analyzing learner engagement patterns in Qualtrics and Looker to uncover friction points and journey gaps that shaped the initial problem space and opportunity sizing.
- Defined the roadmap and PRDs, partnering with engineering and product design teams to scope NLP-driven features that detect learning gaps and personalize content while prioritizing experiments based on technical feasibility, user value, and projected impact.
- Launched iterative A/B tests across onboarding, pricing, and engagement flows, increasing sign-ups by **300+ students**, improving paid conversion by **20%**, and reducing funnel drop-offs through data-backed optimization with engineering and content teams.

Jio Platforms Limited | **Video Analytics and OCR**

Mumbai, India

Data Science and Machine Learning Intern

May 2023 - Jul 2023

- Identified the suitable ML model and trained a YOLOv7-based Easy OCR pipeline on 5K+ annotated medicine labels, using **data augmentation (rotation, contrast enhancement)** and **Tesseract post-processing to improve recognition accuracy to 86%**.
- Engineered an OpenCV-based text extraction pipeline as a proof of concept to drive the product strategy for NetMeds using morphological operations and edge detection for bounding boxes to process 10K+ medical images, reducing OCR latency by 30%.

RESEARCH AND PUBLICATIONS

- SecureCloudX: An Innovative Approach to Enhance Data Security Through Advanced File Encryption, (ODSIE'23) | **Springer 2025**.
- Cropable - The Crop Disease Detection WebApp, (ICECS'24) | **E3S Web Conf. Volume 491, 2024**.
- Data Analytics for Pandemic Management using MapReduce and Apriori Algorithm, (ICECMSN'23) | **Elsevier, 2023**.

SKILLS

AI & Data Products: LLM-powered Systems, Conversational AI (Dialogflow CX), Agentic AI Design, Prompt Design & Evaluation, XAI

Technical & Analytics: Python, Git, SQL, BigQuery, Looker, Google Cloud, Azure, Experimentation, UAT & A/B Testing, Power BI

Product Management: Product Discovery, Roadmapping & PRDs, Prioritization & Tradeoff Analysis, Metrics & OKRs, Agile Delivery

UX & Platforms: UX Research & Journey Mapping, Human-Computer Interaction, Figma, Google CCAI