

J Karthik Reddy

+91 7794915624

jkarthikreddy1996@gmail.com

www.linkedin.com/in/karthik-reddy-j/

Hyderabad Telangana

SUMMARY

Strategic and results-oriented Product Manager with a proven track record of driving product development from concept to launch. Skilled in Market analysis, Product strategy & Growth, and cross-functional team leadership. Successfully launched three new products, driving a 20% increase in Productivity. Passionate about leveraging customer insights to deliver innovative solutions that exceed market expectations.

SKILLS

Product Management

Product Roadmap, Product strategy, Product development, Product launch, Product growth, Feature prioritization, Product metrics, Product Analytics, PRD, Wireframing, CSS, Html, Figma, Adobe XD

Project Management

Planning, Business Strategy, Scrum agile, Resource management, Cross-functional team collaboration, Client relationship, Team management, Vendor management, BRD, Project charters, Jira

Data Analytics

Tableau, Python, Google Analytics, MS Access, MySQL, Alation, Excel

EDUCATION

MBA, Indian Institute of Management (IIM), Shillong

2021 – 2023 | Shillong

B.E. (Mechanical Engg.), Osmania University

2014 – 2018 | Hyderabad

PROFESSIONAL EXPERIENCE

TATA STEEL, Digital Product Manager

May 2023 – May 2024

- Created a product roadmap to develop a 'Defect prediction model' using AI/ML algorithms to improve **CSAT by 50%**
- Deployed **MVP** for 'Daily Production report' via SAP & Tableau APIs integration, decreased the **machine Ideal time by 30%**
- Led UI/UX teams to build the 'Vehicle 360 platform'; raised **On-time delivery by 20%** & decreased **safety violations by 90%**
- Headed **10** data owners to develop a 'KPI tracking system' (**15 depts./165 KPIs**) to enable prescriptive insights for CEO & MD
- Decreased **avg. project duration by 20%** (for Q4 FY'23) through effective PRD drafting for 5 products in synergy with 4 stakeholders
- Designed **10+** dashboards and successfully executed UAT with **30+** clients in 3 weeks & secured a **100% user adoption rate**
- Performed **3** Ideation workshops (in Q3 FY'23) with **30+ Business users** to gather & prioritize **20+** product ideas

GROW JUNCTION, Product Manager Intern

Apr 2022 – Jun 2022

- Drafted a PRD addressing **5** user pain points by enhancing **10+** website features, accelerated **user engagement by 20%**
- Prioritised **4/10+** User requirements gathered by conducting **20+** User interviews and added **5** new features with **100% Feature Adoption**
- Enhanced CSAT by **80%** via reducing the Onboarding time by **50%** by redesigning the **User flow** (at Action & Decision points)

ANVAITH SOLUTIONS, Associate Product Manager

Nov 2019 – Oct 2020

- Developed a Product Roadmap for an Edtech application by prioritizing **3 user personas** & **10+ features** for timely Product Launch & Growth
- Executed **A/B testing** protocols by refining features to boost the **conversion rate by 30%** and decrease the **churn rate by 50%**
- Gained **200+ customer acquisitions** by refining the Pricing strategy based on Market research & Customer feedback
- Designed **15 high-fidelity** wireframes using the Figma tool for enhanced UX design & improved **User satisfaction by 20%**
- Prioritised **4/8 User stories**, expediting **time-to-market by 20%** and enhancing overall Product value proposition
- Attained a **40%** raise in **User engagement** by resolving **12 user pain points** via refinement of App Interaction design

COGNIZANT TECHNOLOGY SOLUTIONS, Programmer Analyst

Sep 2018 – Oct 2019

- Managed Healthcare application with **10K+ DAU** across **50+ countries**; Fixed **500+ tech tickets** & reduced **Churn rate by 10%**
- Drafted **3 dashboards** for **6 datasets** on Kibana to track the Server's health, resulting in rise of Annual savings by **\$6000**
- Assisted a team of **5 developers** in executing the 'Server migration & data transfer process' for a Japanese Pharma client
- Automated Customer logs reporting system & App failure alerts via **Logz.io** tool to reduce **response time by 50%**
- Decreased **total man-hours by 25%** by creating a repository of **100+ SQL components** for effective code reusability