MANISHA SHARMA

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PROFILE
Product Manager

Experienced Engineer and Product Strategist with proven expertise in crafting and developing comprehensive end-to-end products. Adept at driving innovation and delivering user-centric design solutions, with trilingual proficiency in English, Hindi and Korean.

AREAS OF EXPERTISE

Product Strategy & Development	Interactive Experience Design	Cross-Functional collaboration
Product Management	Business Analytics	Leadership
Market Research	Global Market Strategy	Communication

EDUCATION

Sungkyunkwan University, Graduate School of Business, Seoul, Korea   2024.8–Present
MBA, Business Analytics

University of Pune, Cummins College of Engineering, Pune, India   2012–2016
B.E, Electronics and Telecommunications

PROFESSIONAL EXPERIENCE

General Electric - Vernova, Bangalore, India   2021.3–2023.6
GE Vernova drives the energy transition with sustainable, innovative solutions in decarbonization.

UX Design Strategist
Hired by the head of Design to manage and improve Plant applications- A leading product line for clients.
- Nominated by the Director to join GE's core strategy team for the ARR transition. Led market research, GTM strategy, ensuring a seamless transition. (Successful GE Vernova spun off in April 2024)
- Lead Product designer for MES Plant Apps for 2022 & 2023 Releases for which it was recognized by Gartner as a leader for its completeness of vision and execution.
- Product Manager for GE's New design framework (DEX) that impacted over 300 developers and entire UX design community, reduced front-end development time by 40%.
- Designed Recipe Management concept for GE's brand deal, directly contributing to securing the partnership by aligning the design with client needs and brand objectives.

Copods, Remote, India-Canada   2020.7–2021.3
A Design Startup: co-creating exceptional digital experiences that deliver measurable impact.

Experience Designer
Hired by the Founder to work on high stake client (Hitachi System & Security).
- Led the end-to-end redesign of the legacy cybersecurity app 'ArkAngel v6,' including design, discussions, and client interactions, enhancing functionality and user experience.

General Electric - Transportation, Bangalore/Chicago, India-USA   2016.7–2020.6
GET provides advanced solutions for rail, marine, and industrial sectors, driving efficiency and sustainability

Edison Engineering Development Program (EEDP)
One of the 50 graduates selected nationwide for GE's prestigious Leadership Program EEDP.
- Built a prototype for Track anomaly detection in autonomous trains for PN with 96% detection rate. [Patent research work]
- Designed Field execution (Now, plan execution) module under BNSF Smart Intermodal management system.

HONORS, AWARDS, ACTIVITIES

- Impact Award for Recipe Management App & MES by GE Digital, Bangalore, India   2022.5/ 2021.6
- Mentor at MIT, Harvard University for Hackathon   2021.1
- Innovation Award for Field execution MVP development by GE Transportation, Chicago, USA   2019

QUALIFICATIONS

- Nationality: Indian
- Languages: Hindi (Native), English (IELTS 8), Korean (TOPIK 4)
- Technologies: R, Python, JavaScript, C/C+, C#, VBA