

# M Priyanka Naidu

Associate Product Manager — Product-minded Engineer — SaaS & AI Products

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## SUMMARY

Product-minded engineer with 4 years of experience building and scaling SaaS and AI-powered products. Hands-on experience in product discovery, PRDs, prioritization, and execution through formal product management training and real-world ownership of features across cross-functional teams. Strong background in AI products, UX optimization, stakeholder collaboration, and data-informed decision making.

## CORE PRODUCT SKILLS

<b>Discovery</b>	User interviews, stakeholder interviews, JTBD, problem framing, pain-point analysis
<b>Strategy</b>	Product vision, roadmaps, MVP definition, OKRs, North Star Metrics
<b>Execution</b>	PRDs, user stories, acceptance criteria, sprint planning, release coordination
<b>Prioritization</b>	RICE, MoSCoW, impact vs effort analysis
<b>Analytics</b>	AARRR funnel, feature adoption analysis, experimentation mindset

## EXPERIENCE

**Product Management Fellow (Formal PM Training) – NextLeap** Aug 2025 – Jan 2026

- Owned **3+ end-to-end product problem statements** from discovery to delivery, including user research, PRDs, prioritization, and success metrics.
- Conducted **15+ user interviews** across multiple user personas to identify pain points and validate problem hypotheses.
- Defined MVP scope, success metrics, and experiment plans; prioritized features using the **RICE framework**.
- Presented product proposals and trade-off decisions to mentors and peer PMs, incorporating feedback into iterations.

**Senior Frontend Developer – Outgrow** Jul 2023 – Present

- Owned end-to-end delivery of core features for **ChatbotBuilder**, an AI-powered SaaS platform serving **10K+ monthly active users**, from problem scoping and requirement definition to execution and post-release analysis.
- Partnered with product, design, and backend teams across **3+ cross-functional squads** to plan sprints, manage dependencies, and deliver features on schedule.
- Analyzed user behavior and funnel drop-offs using product analytics and qualitative feedback to identify high-impact UX improvements.
- Prioritized and shipped iterative UX and feature experiments that improved overall user engagement by **70%** and increased feature adoption.
- Supported integration of third-party APIs and AI workflows, contributing to faster go-to-market for new product capabilities.

**Software Developer – Outgrow** Jul 2022 – Jul 2023

- Collaborated closely with product managers and designers to deliver roadmap features across multiple releases.
- Translated product requirements and user stories into scalable frontend implementations, improving delivery predictability.
- Contributed to sprint planning, backlog grooming, and release coordination to reduce development cycle time.

**Associate Software Developer – VenturePact** Jul 2021 – Jul 2022

- Contributed to building an MVP no-code automation platform adopted by **5,000+ users** during early-stage rollout.
- Worked on core workflows and UI components, enabling faster experimentation and user feedback loops.
- Supported early product validation by implementing rapid iterations based on stakeholder and user inputs.

## TOOLS & TECHNICAL SKILLS

<b>Product Tools</b>	Jira, Confluence, ClickUp, Notion
<b>Data</b>	SQL (basic queries), metrics interpretation
<b>APIs</b>	REST APIs, third-party integrations, requirement definition
<b>UX / UI</b>	UX principles, usability heuristics, Figma

## EDUCATION

**Master of Computer Applications** CGPA: 8.7 / 10  
Lovely Professional University

**Bachelor of Computer Applications** CGPA: 7.8 / 10  
Central University of Odisha