



SHIVENDRA SHUKLA

Product Specialist

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About

Customer-focused Product Specialist with 9+ years of experience building and scaling UX-heavy B2B SaaS products. Strong at converting customer feedback into product improvements. Experience in leading end-to-end SDLC, discovery → UX flows/wireframes → backlog prioritization → delivery milestones → adoption tracking. Riding the AI wave to solve business problems one product at a time.

Core Competencies

Product Ownership & Agile Delivery

- Backlog ownership, MVP planning, prioritization (MoSCoW/RICE)
- User stories, acceptance criteria, and sprint readiness
- Scrum ceremonies, PI Planning, release planning, and UAT sign-offs

Customer Discovery & Feedback Loops (B2B)

- Customer calls, requirement workshops, problem framing
- VOC analysis across ServiceNow tickets, surveys, stakeholder channels
- Gap analysis and evidence-based prioritization

UX & Usability (UX-heavy products)

- User flows, wireframes, usability improvements
- Balancing UX with business rules and edge cases
- Iteration based on drop-off/adoption insights

Data & Automation

- SQL analysis, KPI definition, reporting enablement
- Data cleanup + classification correction
- Automation using Gemini (GenAI-assisted validation)

Key Achievements

- **Enabled direct online purchase for Red Hat** Training & Certification using Cybersource + Worldpay, **preventing ~20% revenue leakage** (commission loss)
- **Delivered order workflow automation, saving 500+ hours/month** and targeting **~90% reduction in order processing errors**
- **Increased retention** by enabling free second exam attempt with eligibility rules and notifications; **delivered 300+ retakes/year**
- **Shipped customer-facing UX improvements** by converting user feedback (ServiceNow + surveys + user calls) into shipped enhancements across LMS workflows
- **Shipped 0→1 launch of Sparkles Dating (iOS)** by defining MVP scope, aligning UX + Engineering, and shipping MVP in 12 weeks with Groupon API integration to drive offline meetups

Relevant Experience



Red Hat

Sr. Business Analyst

Nov 2021 - Present

- **Payments/checkout**
- **Sorted out indirect purchase** caused commission loss | **Built direct checkout** (Cybersource + Worldpay) with rules + flow ownership → **Prevented ~20% revenue leakage.**
- **End-to-end Product lifecycle**
- **Addressed fragmented ownership of LMS** | Owned roadmap + PI Planning + prioritization + sprint readiness + release governance → **Improved delivery predictability & stakeholder alignment.**
- **VOC loop**
- **Solved repeated customer issues** across workflows → Converted ServiceNow + surveys + calls into themes → backlog items → **Shipped UX upgrades across LMS workflows.**
- **Order workflow automation**
- **Eliminated delay/errors caused by Manual order processing** → **Automated SFDC - LMS workflow** (mapping, validations, exceptions) → **Saved 500+ hrs/month; ~90% error reduction target.**
- **Retention/funnel improvement**
- 30%+ candidates failed & dropped off → **Introduced free 2nd attempt policy** (eligibility rules, UI, notifications, tracking) → **300+ retakes/year; reduced journey drop-offs.**
- **Data quality/business outcomes**
- **Analyzed renewals** marked incorrectly as new business → **Built validation logic using SQL + analytics** → Corrected FY25 renewal potential (\$200M); **improved forecast quality.**

0→1 Product Launch (Mobile / SaaS)

- MVP definition, release planning, App Store launch execution
- Product differentiation & partner integrations
- End-to-end delivery: UX flows → backlog → sprint execution → UAT → launch

Certifications

- Certified Scrum Product Owner (CSPO) – Scrum Alliance
- McKinsey.org Forward Program - McKinsey and Company
- Design Thinking: Understanding the Process – LinkedIn Learning
- Requirements Elicitation – LinkedIn Learning

Education

Executive Program - Product Management

XLRI, Delhi NCR
2023-2024

Bachelor of Engineering

Computer Science
DIT University
2012-2016

Webonise Labs (Now Haptiq)

Sr. Business Analyst

Dec 2019 - Oct 2021

- **Product Manager for a Networking app - Led 0→1 launch** of Sparkles Dating mobile app, delivering MVP in 12 weeks and publishing on the Apple App Store
 - Differentiated Sparkles Dating by **integrating the Groupon API** to encourage offline meetups
 - **Defined user journey:** offer discovery → purchase/redeem → meet-up conversion
 - **Defined “Moods”** based dating intent model (e.g., long-term, casual, kinky) to better segment user expectations and improve match relevance
- **Product Owner for a Talent Acquisition + Evaluation platform**, enabling hiring and employee evaluation via multiple ATS systems
 - Owned backlog, delivery, and UAT sign-offs; led cross-functional execution with a 10-member team (Engineering, QA, UI/UX)
 - **Delivered 10+ ATS integrations**, including Workday, Greenhouse, Taleo
 - Defined API contracts, field mapping, validations, edge cases, and error-handling workflows
 - Partnered with Engineering to **reduce redundant calls and optimize payloads**
 - Improved API **response time by ~40%** (based on API latency monitoring/logs)
- Built competitor feature benchmarking deliverables (feature matrix) and drove prioritization of differentiator features to **support sales win conversion**

BrandzGarage

Business Analyst

Nov 2016 - Nov 2019

- **Gathered business requirements** and documented workflows/use cases to support delivery execution
- **Supported UAT planning**, requirement clarifications, and defect tracking for stable releases
- **Partnered with the Sales team in pre-sales** and deal closure by providing technical/product explanations to customers
- **Authored pre-sales content**, including product walkthroughs, feature notes, FAQs, and demos for client discussions
- Contributed to closing the **largest deal for BrandzGarage** by supporting solution explanation and building customer confidence
- **Improved customer retention rate by 45%** in my department through better requirement clarity and delivery alignment