Rishbha Godara

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Product Manager with a proven ability to turn insights into strategies that drive product development, manage change, and enhance cross-functional collaboration. Passionate about creating simple, customer-centric solutions that engage users daily. Strong track record of increasing adoption by 10% and reducing churn by 40% through data-driven decisions.

Education

University of Washington - Foster School of Business   Jun 2024
Master of Science | Information Systems

Gandhi Institute of Technology and Management   May 2014
Bachelor of Technology | Electrical Engineering

Academic Projects

- **Product Lead**, IT Architecture Competition (SITAC): Led a team to [2nd place](#) in a national competition, focusing on product scoping, business process mapping, requirements gathering, and database design. Delivered a scalable [AWS Cloud solution](#) for a non-profit, driving a 500% increase in resource throughput.
- **Product Manager**, [TalentNest AI](#): Led the ideation and development of TalentNest AI, a platform designed for tech job seekers to practice coding and behavioral interviews. Secured an estimated 30% market share adoption and an 8.9 recommendation score, validating product-market fit. Honored with the Golden Goose 2024 and Best Presenter awards.

Core Skills

Agile Methodology, Statistics, A/B Testing, Prioritization, Jira, Confluence, Figma, MS Office, Tableau, SQL, Python

Work Experience

Data Analyst   Sep 2023 - Present
[University of Washington](#) | Seattle

- Used data visualization to uncover patterns in student disability support needs. Secured a 300% ($100,000) increase in resource allocation for Q1 2024 by partnering with stakeholders and presenting clear insights.
- Developed and standardized a streamlined reporting and analytics framework for Disability Services, including SOPs for [accessible reporting](#). This reduced report generation time by 80%, enhancing operational efficiency.

Product Manager   May 2022 - Aug 2022
[Officebanao](#) (Seed Stage Startup) | India

- Defined functional requirements and conducted 30+ user interviews to identify MVP pain points. Led cross-functional collaboration to prioritize and delivered features, resulting in a 7% increase in user adoption through A/B testing.
- Improved UX of webchat self-service platforms by addressing friction points and optimizing conversational flow, leading to increased user engagement by 60% and improved customer satisfaction.
- Executed the end-to-end delivery of 10+ data pipelines in Airflow, automating reporting and saving 3,000 hours annually, which improved operational efficiency and supported data-driven decision-making.

Product Manager   Jun 2021 - Jun 2022
[GenY Medium](#) | India

- Drove Product Improvements: Analyzed data from 250K MAUs for a digital health app, driving improvements that increased engagement time by 200% and reduced drop-off rates by 56%.
- Optimized Conversions: Spearheaded website optimization and marketing campaigns, leveraging data insights to allocate budgets effectively, resulting in a 45% boost in website conversions.
- Managed Cross-functional Initiatives: Led product marketing for clients in the USA, Japan, and India. Collaborated with business and engineering teams to implement product optimization initiatives.

Program Analyst   Jun 2018 - Sep 2018
[Gavi - The Vaccine Alliance](#) | Geneva
- Designed and implemented a complex ERD in Postgres to optimize benchmark analysis of immunization grant utilization for [WHO immunization programs](#). This streamlined framework reduced evaluation time by 75%, accelerating strategic decision-making.
- Conducted in-depth analysis of immunization data across 5 datasets using SQL, building intricate queries to uncover demographic trends in Somalia and Afghanistan. These insights informed targeted malaria campaigns, increasing aid distribution by 3% and improving health outcomes.

Data Analytics Engineer   Oct 2014 - Jun 2017
[American Insurance Group (AIG)](#) | India
- Optimized application performance and user experience by implementing Service Now UX analytics, proactively identifying risks and supporting 9 successful enterprise feature releases.
- Streamlined database performance (DB2) through query refactoring, index tuning, and configuration adjustments. This resulted in an 85% reduction in sev1 and sev2 errors and improved claims search response time by 95%, driving increased customer satisfaction.
- Facilitated informed decision-making and technical operations by providing senior management with detailed progress and issue reports. Recognized for leadership with two client awards and a promotion to Team Lead.

Certificates

Azure Cloud Fundamentals   Oct 2023
Microsoft

Systems Analysis (Data Science)   May 2024
UCLA