

## Contact

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(LinkedIn)

## Top Skills

Software Design  
Web Engineering  
Software Product Management

## Certifications

Certified SAFe® Product Owner /  
Product Manager

# Varun Arora

Product Manager

San Francisco Bay Area

## Summary

Finance grad turned software engineer turned product manager.  
Working with big clients to make their websites simple and easy to use!

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## Experience

Appvise Consulting

10 years 2 months

Product Manager, AEM

November 2022 - Present (3 years 1 month)

San Francisco Bay Area

Product Manager overseeing cross-functional teams to scale enterprise SaaS platforms, combining

data-driven prioritization, experimentation, and accessibility to deliver measurable improvements

- Directed cross-functional development teams to enhance Adobe Experience Manager (AEM),

delivering major features that impact 400k+ daily users across multiple business units

- Developed and implemented a prioritization framework to evaluate enhancement requests,

reducing backlog grooming time by 40%, and accelerating delivery of high-impact features by

25%

- Redesigned end-to-end onboarding experience in AEM, cutting time-to-value by 30% and

boosting customer retention; complemented with scalable documentation that reduced

onboarding time by 40%

- Reduced system errors by 35% and stabilized codebase for the platforms two most-used widgets

and improving overall site reliability

- Achieved full WCAG 2.1 and ADA compliance, boosting accessibility usability by 25% and mitigating risk of future audit violations
- Drove a 10% increase in page views by implementing data-driven functional design enhancements that improved user experience and engagement
- Improved search accuracy by 20% through SEO and backend optimizations, driving higher content discoverability and engagement
- Developed experimentation framework using Adobe Target to run 15+ concurrent A/B tests; optimized key user flows and increased conversion rates by 18%.
- Leveraged behavioral analytics (Medallia, Adobe Analytics) to prioritize roadmap decisions, identify friction points, and monitor product KPIs

#### Software Engineer, Front-End

October 2015 - October 2022 (7 years 1 month)

San Francisco Bay Area

Designed and delivered scalable SaaS applications for clients

- Delivered mission-critical emergency status platform with 55M+ views and 99.9% uptime, providing reliable customer communication during outages
- Modernized customer-facing applications, driving a 35% increase in form completion rates and improving CSAT scores by 25%
- Created Python scripts to automate the process of integrating PDFs with a clients website, saving ~2 hours per batch upload

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## Education

### Menlo College

Bachelor of Science - BS, Finance, General · (August 2013 - May 2015)