

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!

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

Education

Menlo College

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