VARNICA BAJAJ

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WORK EXPERIENCE

CHAPTER APPS   **Gurugram, India**

SaaS & AI-based Enterprise Products (LMS/CMS, Recruitment, etc) | *Product Manager*   *Aug 2025 – Present*

- Strategizing and spearheading the end-to-end lifecycle of 3+ SaaS and AI-powered enterprise products, driving >20% growth in active user acquisition through data-driven innovation and customer-centric design.
- Leading agile cross-functional teams to optimize product delivery for superior quality, timely releases, and 15%+ client satisfaction improvement, while conducting in-depth market analysis and pioneering features that enhance competitive advantage and drive revenue growth.
- Leveraging advanced analytics and KPIs to continuously refine product strategy aligned with evolving business and technology trends.

INFOSYS LIMITED   **Gurugram, India**

Client: **WELLA PROFESSIONALS, ADIDAS, INFOSYS | Business Analyst/***Senior Systems Engineer*   *Jul 2022 – Jul 2025*

- Directed high-impact digital transformation initiatives for Wella Professionals and Adidas, delivering a 35% uplift in campaign ROI and reducing operational errors by 35%, demonstrating strong business and technical acumen.
- Built real-time financial dashboards delivering strategic insights, boosting executive decision-making efficiency by 40%.
- Championed Agile adoption and continuous improvement, increasing team velocity by 40% and empowering junior staff to excel.
- Partnered with global leaders to convert complex needs into scalable, high-impact solutions, accelerating business results.

CEREBRY PTE. LIMITED   **Remote**

Associate Project Manager Intern   *Nov 2021 – Mar 2022*

- Supported management of machine learning models for mathematics practice tools, coordinating engineering deliverables to achieve 25% projected user growth.
- Improved project workflows and documentation, cutting turnaround time by 30% and enhancing team communication.

SKILLS

- **PRODUCT MANAGEMENT:**
  Product Strategy & Roadmapping | AI & SaaS Product Development | Market & Competitive Research | User-Centric Design | Client Demos & Stakeholder Alignment | Agile/Scrum Execution | Prioritization & Release Planning | KPI Tracking & Product Analytics | Strategic Planning | Software Development Life Cycle (SDLC)
- **DATA-DRIVEN DECISION MAKING**:
  Mixpanel | Power BI | SQL | Funnel & Cohort Analysis | User Behavior Insights | Jira | Confluence | Advanced Excel
- **TECHNICAL FLUENCY**
  Java | Spring Boot | Python | C++ | Angular | HTML/CSS | Git | CI/CD | AWS | Talon.One
- **COLLABORATION & COMMUNICATION**
  Cross-Functional Leadership | Stakeholder Engagement | UI/UX Collaboration | Documentation & Reporting | Presentation Skills | Public Speaking | Communication Skills | Conflict Resolution | Team Motivation | Employee Retention | Campaign & Promotion Management | Time Management

PROFESSIONAL DEVELOPMENT

Project Manager in Ed-Tech Platform Development

- Planned and managed the development of an ed-tech platform designed to enhance engagement in competitive test preparation.
- Contributed to the design and strategic planning of an education aggregator app, with a focus on improving user experience and course discovery features.
- Coordinated cross-functional teams including engineering, business, and design to establish product requirements and development roadmaps.

Associate Product Manager in Job Portal

- Supported the development of a job portal incorporating AI-powered applicant tracking systems, targeting a 40% reduction in time-to-hire.
- Assisted in designing job-matching algorithms and real-time tracking functionalities, resulting in a 35% improvement in candidate placement accuracy.

ACHIEVEMENTS

- Rewarded with an Insta Award in Infosys for understanding application architecture and delivering solutions.
- International Gold Medalist in the French Olympiad.
- School rank holder in the International Olympiad in Computers and reached level 2.

VOLUNTEERING

- Chair of the IEEE Women in Engineering (WIE) Affinity Group Galgotias University Student Branch.
- Editorial Coordinator of IEEE India Council.
- Outreach Champion of IEEE YESIST 12.

HOBBIES/INTERESTS

- Football, Yoga, Biking, Drawing, Dancing, Learning new languages, Travelling and Cultural exploration, Event planning and management

EDUCATION

GALGOTIAS UNIVERSITY   **Uttar Pradesh, India**

Bachelor of Technology, Computer Science Engineering, **CGPA: 8.37/10**