

VASUNDHARA GOWRISHANKAR

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EDUCATION

- **Masters in Computer Science and Applications | Virginia Tech** (GPA 4.0) Aug 2023-May 2025
(Relevant Coursework: Product Management, Usability Engineering, Social Computing Systems)

SKILLS

- **Technologies:** Java, Python, SQL, Javascript, HTML5, CSS, Github, Gitlab, Generative AI
- **Tools:** Jira, Confluence, Figma, Miro, PowerBI, Tableau, Salesforce, SAP Analytics, MS Office
- **Methodologies:** User Research, Data Analytics, Design Thinking, Go-to-Market Expertise, Product Marketing, Product Lifecycle Management, Product Strategy, Market Research and Competitive Analysis

WORK EXPERIENCE

Walmart, Bentonville | AI Product Manager Intern Jun 2024-Aug 2024

- Led development of an **AI help assistant** for the Warehouse Management System, saving 200+ hours/month and **benefiting 200,000+ associates**.
- Increased **user engagement by 25%** and boosted **query resolution by 15%** through strategic roadmap planning and AI optimization.
- Conducted user research, identifying pain points and implementing an intuitive AI solution, resulting in a **10% increase in associate satisfaction score**.
- **Collaborated cross-functionally** with UX, development, and operations teams to ensure on-time product launch and seamless AI integration.

Philips Domestic Appliances, Bangalore | Project Manager Jan 2021-Apr 2023

- Led UAT process as manager, **collaborating with testing teams and business units** to drive comprehensive validation of MVP solution, ensuring quality standards were met.
- Conducted a **training needs analysis** and developed a comprehensive training catalog to ensure efficient training design and deployment.
- Coordinated the development of 50+ training modules and implemented a **Train-the-Trainer strategy** to train the operations team on new systems, increasing employee satisfaction by 25%.
- Implemented **KPI reporting system**, driving project success and productivity through data-driven insights.

Philips, Bangalore, India | Software Engineer Jun 2019-Jan 2021

- Led **data migration** from Eloqua to Salesforce Marketing Cloud, ensuring **data integrity and system functionality**.
- Collaborated with a team of 4 within the marketing team to build highly scalable, dynamic, and maintainable **data-driven global email setup** which reduced the time for localization and templatization by 90%.
- Maintained core system features like the **Bulk Data Deletion system, multi-language switching, and E2E monitoring**, improving system efficiency.

LEADERSHIP

- **Organized WoMentoring Event, Philips (2019):** Facilitated a networking and mentorship event connecting interns with senior women leaders to promote diversity and inclusion within the organization.
- **Interim Lean Agile Coach, Philips (2022):** Led a team of six during a critical phase of digital transformation, implementing lean agile practices to enhance team efficiency and collaboration.
- **Volunteer, HackViolet Hackathon, Virginia Tech (2023):** Coordinated logistics and participant engagement for a university-wide women led hackathon, fostering innovation and hands-on problem-solving in tech.

CONFERENCES

- Grace Hopper Celebration and Society of Women Engineers 2024 Scholar.