Visshrutha Velumani

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Availability – Immediate
Location – Windsor, ON (willing to relocate)
Work Authorization – Canadian Open Work Permit Holder

Well-rounded, results-driven **professional in tech & product** with **1.5 years in software development & data analytics** and **1 year in product management**. Proven track record of **bringing 400% customer growth** to organizations, implementing customer-centric technical solutions, analyzing & optimizing IT processes and UX, and delivering successful projects on time. Adept at leveraging analytical and prioritization skills to drive product success under **Agile environments.**

Experience

Director of Technology & Product Owner – *Odette Product Management Club UWindsor*   Oct 2022 – Aug 2023
Windsor, ON, Canada

- Reduced manual website tracking by **80%** by creating and launching the website's **web analytics functionalities using Google Analytics and Google Tag Manager** to track customer touchpoints, click rates, scroll rates, and retention.
- Decreased customer churning by **40%** by measuring and **analyzing** product metrics and website **KPIs** to conduct **A/B testing under QA methodologies** based on Google Analytics insights for each website feature iteration to resolve **risk & pain points**.
- Groomed product backlogs, defined **user acceptance criteria,** and prioritized product deliverables by mapping [PBS and WBS](PBS and WBS) through **business requirements analysis**, product list consolidation, and product ideation using Notion.
- Implemented **AGILE ceremonies** while managing cross-functional teams (technical, finance, marketing) with daily stand-ups, iteration planning and review, and sprint retrospective meetings using **SDLC tools** (Kanban & Confluence), increasing feature-release productivity from once a week to twice a week.

Software Product Portfolio Consultant & Developer – *Odette Product Management Club UWindsor*   Aug 2022 – Oct 2022
Windsor, ON, Canada

- Boosted **customer growth rate by 400%** (from 30 members to 150 members) in 2.5 weeks by creating, developing, and launching the club website as **the sole developer** using HTML, JavaScript, and CSS under **AGILE methodologies** through weekly sprints tracked by Kanban Flow.
- **Improved UI/UX** to maximize scroll and click rates by **prototyping and designing** website layout, flow, and use-cases using Figma to create mockup story boards for each website section.
- Enhanced website traffic by **25%-35%** each week by **iterating, troubleshooting, debugging, and updating** the website based on customer-centric needs, resulting in a **promotion** to the Director of Technology & Product Owner.

Software Application Developer Intern – *Acuitii*   Sep 2021 – Dec 2021
Detroit, MI, USA

- Resolved 8 bugs and added 4 new game features by developing a **multi-tiered frontend and backend** of a start-up company's (Acuitii) mobile application within 4 months using an **object-oriented language** – Dart & Flutter, and Firebase Firestore Database & Android SDKs under **SAFe**.
- **Optimized the application by 75% by running software test cases** and business cases and mapping data lineage to identify points of slowest load-time, refactoring the app's database, and reducing app load-time from 2 seconds to 0.5 seconds.
- Published **4 IEEE optimized software documentation** based on requirement gathering, architecture flow models, sequence diagrams, and UI/UX design plans.

Administrative Data Manager – *Wayne State University Dance Team*   Sep 2019 – Mar 2020
Detroit, MI, USA

- **Increased data accessibility / retrieval by 50%** by organizing, maintaining, and tracking dancer & flight information, travel specifics, and costume inventory using Notion's data management / database functionalities.
- Managed communication threads that varied across U.S. dance program coordinators to effectively allocate funding and budget dispersals across the United States (Ohio, Georgia, South Carolina, Texas).

Education

Master of Management in Business Data Analytics – University of Windsor   *Windsor, Ontario, Canada* | **Jan 2022 – May 2023**
Relevant Courses: Data Analytic Algorithms, Data Acquisition & Project Management, Predictive Modeling, Statistical Analytics

Bachelor of Science in Computer Science – Wayne State University   *Detroit, Michigan, USA* | **Sep 2018 – Dec 2021**
Relevant Courses: Software Engineering, Data Structures & Algorithms, Database Management (SQL & PHP), Operating Systems
Distinctions / Awards: 2019 WSU Dean's List, 2020 WSU Dean's List

Projects

Personal Portfolio Responsive Website – *React.js & Bootstrap 5*   **May 2023 – June 2023**

- Built a responsive, UI/UX maximized personal portfolio website using react.js and bootstrap 5 framework to showcase my educational and professional projects and my skills in modern front-end software development.

U.S. Minimum Wage and Unemployment Analysis *- Tableau*   **September 2022 – December 2022**

- Analyzed large datasets to explore the relationship between minimum wage and unemployment rates by state in the U.S. through dashboard storytelling using exploratory and predictive data analysis to predict the outcome of unemployment given a particular minimum wage rate.
- Used ETL / ELT techniques in R for web-scraping and condensing 2 datasets into 1 for focused cross-analysis.

Canadian Internet Use Predictor – *R*   **September 2022 – December 2022**

- Analyzed and created an internet-use predictor by exploring the relationship between internet use and Canadian demographic characteristics using exploratory, predictive, and statistical data analysis to predict the internet usage of a given Canadian person's profile (hypothesis testing, chi-squared testing, random forest models, decision trees, correlation matrices).

Degree Scheduler Android Mobile Application – *Java, SQL, Firebase*   **January 2021 – May 2021**

- Created and developed the frontend and backend of an android mobile application using Java and SQL to help Wayne State University students create and download class schedules to plan out their degrees most efficiently.

Skills

Programming Languages & Tools:
Python, SQL, NoSQL (Firebase), R, C++, Java, React.js, Dart & Flutter, HTML, CSS, JavaScript, Tableau, Microsoft Excel (pivot tables, vlookup, xlookup), Microsoft Office, Git Version Control, Google Analytics, Google Tag Manager

Analytical Skills:
Exploratory & Predictive Data Analysis, Data Visualization, Data Storytelling, Dashboard Reporting, Statistical Analysis

Software & Project Management Skills:
Jira, Figma, Invision, Trello, Rally, Kanban, Confluence, UI/UX design, A/B testing, PBS & WBS, PRD / Road mapping, SAFe / AGILE

Certifications

Google Cloud Platform Digital Leader *- Google Cloud*   **Jan 2023**
- Skilled in processing **structured and unstructured data in the cloud** and identifying optimized GCP services and use-cases to stakeholders based on business and organizational needs.