Visshrutha Velumani

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Well-rounded, results-driven **professional in tech & product** with **1 year in product management** and **1.5 years in software development & data analytics**. 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 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.

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

Projects

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

- My responsive, UI/UX maximized personal portfolio website built using **react.js and bootstrap 5 framework**.

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

- **Tableau analysis** that explores the relationship between minimum wage and unemployment rates by state in the U.S. to predict the outcome of unemployment given a particular minimum wage rate.

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

- Canadian Internet Use predictor that predicts the internet usage of a given Canadian person's demographic 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**

- **Frontend and backend development** 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 & Product 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 identifying optimized GCP services and use-cases to stakeholders based on business and organizational needs.