Visshrutha Velumani

visshrutha@gmail.com | (734) 331 5325 | visshruthavelumani.com | LinkedIn | Github | Windsor, Ontario

Education

Master of Management in Business Data Analytics – University of Windsor *Windsor, Ontario, Canada* | **Jan 2022 – May 2023**
Bachelor of Science in Computer Science – Wayne State University *Detroit, Michigan, USA* | **Sep 2018 – Dec 2021**

Experience

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

- Achieved an **80% reduction** in manual website tracking by implementing web analytics with **Google Analytics** and Google Tag Manager to monitor web **metrics and KPIs** (customer touchpoints, click rates, scroll rates, and retention).
- Significantly **reduced customer churn by 40%** through data-driven **A/B testing** based on Google Analytics insights, addressing risk and pain points for all website feature iterations.
- **Streamlined product management processes** by defining user acceptance criteria, **grooming product backlogs**, and mapping PBS and WBS from strategic planning and business requirements analysis.
- Boosted feature-release productivity from once a week to twice a week by implementing **AGILE ceremonies** and managing cross-functional teams under an **AGILE environment**, supported by **SDLC tools** (Kanban & Confluence).

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

- One-manned the development and launch of the **MVP** of the OPMC website, bringing a **400% customer growth** as the sole developer using HTML, JavaScript, and CSS, following **AGILE** methodologies with weekly sprints tracked by Kanban Flow.
- Optimized **UI/UX** for increased scroll and click rates through **Figma** prototyping, design, and mockup storyboards.
- Consistently boosted website traffic by **25%-35%** through weekly, **customer-centric** iterations, resulting in a **promotion** to the Director of Technology & Product Owner.

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

- Developed the **frontend & backend** of Acuitii's mobile app, resolving 8 bugs and adding 4 new game features using **Dart**, Flutter, Firebase Firestore Database, Android SDKs, and **Atlassian** Trello under **SAFe**.
- Optimized application performance by **75%** through **data analysis** and database optimization, reducing load time from 2 to 0.5 seconds.
- Produced 4 **IEEE-optimized** software documentation consisting of software requirement specifications, architecture flow models, sequence diagrams, and UI/UX design plans.

Projects

Personal Portfolio Responsive Website - React.js & Bootstrap 5
Frontend web development

U.S. Minimum Wage & Unemployment Analysis - Tableau
Exploratory Data Analysis & Data Visualization

Degree Scheduler Android Mobile App - Java, SQL, Firebase
Frontend & Backend software engineering

Canadian Internet Use Predictor – R
Exploratory & Predictive Data Analysis & Modeling

Skills & Certifications

Programming Languages: Python, SQL, R, Java, React.js, Dart, JavaScript, NoSQL Firebase, GraphQL, HTML, CSS

Tools & Frameworks: Git, Google Analytics, SAFe / AGILE, Jira, Figma, Trello, Rally, Kanban, Confluence, Microsoft Office

Google Cloud Platform Digital Leader - Google Cloud Certification Jan 2023

Associate Apollo GraphQL API Developer - Apollo Graph Inc. Certification In progress