

# Visshrutha (Vi) Velumani

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## Education

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**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

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**Product Manager – Experience@Siemens**

Concord, ON, Canada | Jan 2024 – Present

*Siemens Canada - Ruggedcom*

- Globally managing Ruggedcom's **most profitable** operating system software (ROS) for Layer 2 devices, working among cross-functional SW, QE, Sales, Finance, and Marketing teams across Canada, Germany, and India.
- Delivered **5 ROS SW release versions** ([1 major](#) and 4 minor) through extensive life-cycle planning, product backlog grooming, and **agile** product development sprinting to help extend the longevity of ROS' existing customer base.
- Led, published, and continuing to maintain Ruggedcom's IEC 62443-4-2 conformance investigation for [ROS](#) & [ROX](#) to **increase global visibility on our current & ongoing security posture**.
- Overseeing Ruggedcom's component end-of-life processes to help make precise product **forecasts for up to 5 years**.

**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 conducting **competitor analysis** to implement web analytics with **Google Analytics** and Google Tag Manager, monitoring **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 constructing [product roadmaps & WBS](#) from **product lifecycle 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 based on **customer market needs** to increase 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 and product documentation** consisting of software & product requirement specifications, architecture flow models, sequence diagrams, and UI/UX design plans.

## Skills & Certifications

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

**Tools & Frameworks:** Azure DevOps, Git, Google Analytics, SAFe / AGILE, Jira, Figma, Trello, Kanban, Microsoft Office