Aakrity Singh
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CERTIFICATION & SKILLS

- Reforge Product Strategy (2024), Tableau Analyst (2023), AWS Cloud Foundations (2022), Agile Scrum Master (2021)
- **Tools:** SQL, Tableau, Power BI, Python, Slack API, Jira, Figma, Notion, ServiceNow
- **Methods:** MVP Scoping, Roadmapping, JTBD Framework, A/B Testing, User Research, Behavioral Analytics, Retrospectives, Feature Prioritization, Cross-functional Facilitation, SWOT analysis

RELEVANT-EXPERIENCE

Student Product Researcher-AI &UX | University of Washington |USA   **Jun 2024 - Present**

- Led design sprint **defining product vision and strategy for Hugging Face's GenAI** tool by mapping UX friction and trust gaps using Figma and SQL dashboards.
- **Built PulseNet+, a behavioral sentiment dashboard tracking** user trust signals across diverse groups, informing data-driven roadmap decisions aligned with Responsible AI principles.
- Scoped **MVP and prioritized features** for a women's wellness and mental health tracker, driving a 30% adoption lift through hormone-cycle personalization and inclusive UX design.
- Partnered cross-functionally with Software Engineering, Design, **and AI Ethics teams** to embed accessibility, bias mitigation, and Responsible AI guidelines into product development.
- Conducted 50+ user interviews and usability tests with vulnerable populations, establishing continuous customer feedback loops to improve retention and usability.
- **Collaborated on Cascadia travel booking platform revamp,** owning product strategy, backlog refinement, and lean experiments resulting in 30% feature adoption lift.
- Led research **integrating GPT-4, Claude, and Gemini to evaluate GenAI tool UX for responsible and ethical innovation.**

Implementation Project Manager | Seattle Software Developers |USA   **Mar 2024 - Jan 2025**

- Defined **product vision and scoped MVP f**or hotel API pricing integration with three partner teams; launched GTM enablement assets projecting $1.2M incremental revenue.
- Established and tracked OKRs, prioritized backlog across Engineering, PM, and Sales, increasing project velocity and stakeholder alignment.
- Developed onboarding documentation, demo scripts, and rollout emails, reducing support tickets by 18% and enhancing adoption.
- **Partnered cross-functionally to identify feature priorities,** customer acquisition strategies, and product release criteria.

Technical Program Coordinator | Sage Group |USA   **Mar 2023 - Feb 2024**

- Automated security workflow dashboards and integrated Slack API into telemetry systems, reducing manual triage time by 40%.
- Collaborated with Azure product teams and PMO to streamline feature escalations and enhance service reliability metrics, strengthening customer trust.
- Created tagging systems for qualitative UX research themes, boosting insight-to-decision time by 30%.
- Led post-incident analyses and created a living documentation hub, improving global SOC response alignment.

Specialist Information Associate | HPE Aruba Networking|India   **Jan 2022 - Nov 2022**

- Designed privacy-first technical content; contributed to compliance-ready product packaging.
- Built benchmarking dashboards tracking regulatory shifts and customer sentiment across EMEA and APAC.
- **Supported GTM readiness through QA cycles, f**eedback loops, and stakeholder coordination.

SAP Knowledge Analyst & Chatbot Developer | SAP |India   **Jul 2017 - Dec 2021**

- **Built 3 internal onboarding tools and launched NLP-based chatbot on SAP's ServiceNow portal;** reduced employee support requests by 35%.
- Maintained multilingual content hub across HR and Tech verticals, boosting information retrieval time and user satisfaction.
- Created **dashboards (Power BI/Tableau) for leadership reviews, using telemetry and engagement metrics to drive content investment decisions.**
- Applied JTBD and behavioral archetypes to create AI onboarding assistant workflows and new activation paths for global user base.

EDUCATION

Masters in Information Management | University of Washington   *2025*
Specialization: Product Management, Data Science, Cybersecurity
Bachelor of Engineering in Computer Science | Rajiv Gandhi Technical University   *June 2017*
Specialization: User Experience, Databases