

## SUMMARY

A product leader specializing in leveraging **AI and user research** to build and launch data-driven solutions. Proven experience in driving revenue and improving operational efficiency by translating complex technical concepts into strategic product roadmaps, leading initiatives that generated millions in revenue and boosted conversion rates by over 15%.

## CERTIFICATION & SKILLS

**Certifications:** Reforge Product Strategy (2024), Tableau Analyst (2023), AWS Cloud Foundations (2022), Agile Scrum Master (2021)

**Core PM Competencies:** Product Strategy & Vision, Roadmapping, OKR Management, Go-to-Market (GTM) Strategy, Agile Methodologies, Jobs to be Done (JTBD) Framework.

**Data & Analytics:** Data-driven Decision Making, Behavioral Analytics, User Research, A/B Testing, KPI & Metrics Management, SQL, Tableau, Power BI, Python.

**Technical & Specialized Skills:** AI/ML Concepts, Natural Language Processing (NLP), API Development, Scalability, Figma, Jira, Notion.

## RELEVANT-EXPERIENCE

### Product Researcher-AI &UX (Part-Time) | University of Washington |USA

Jun 2024 - Present

- Led a cross-functional initiative to solve a critical top-of-funnel conversion problem, driving a 10% increase in new user sign-ups and a 40% increase in user engagement by implementing a user-centric segmentation strategy that also reduced bounce rates by 18%.
- Championed** the Auvra app's pivot to a daily check-in model, **leveraging** user research to **achieve a 25% increase in daily active users** and **reduce churn by 10%**, validating improved product-market fit.
- Delivered a 15% reduction in cloud computing costs by pioneering a Sustainable AI solution that provided real-time visibility into wasteful consumption, directly enabling teams to optimize resource usage and drive significant operational savings.
- Accelerated a new product strategy and roadmap for a real-time AI solution, accelerating the feedback loop by 17% and enabling the Deloitte team to iterate faster toward product-market fit.

### Associate Product Manager| Seattle Software Developers |USA

Dec 2023 - May 2024

- Spearheaded** the product strategy and business case for a dynamic pricing initiative, **securing executive buy-in** and a **firm commitment** to future development based on a compelling **\$1.2M revenue opportunity**.
- Authored** the product requirements for the dynamic pricing API, **collaborating** with engineering and data science teams to **identify key variables** and **accelerate the development of a scalable pricing algorithm**.
- Designed and prototyped an MVP in Figma** to validate core assumptions about the dynamic pricing algorithm, securing stakeholder alignment for a full-scale launch and paving the way for the next phase of development.

### Product Analyst( Associate) | Sage Group |USA

Feb 2023 - Nov 2023

- Headed a strategic initiative to improve core operational efficiency and service reliability**, deploying real-time dashboards that cut manual triage time by **40%**.
- Streamlined** the feature escalation process in collaboration with Azure product teams, **helping drive a 5-point increase in NPS** and **reducing** critical bug resolution time by **25%**.
- Instantiated** a foundational qualitative UX research process, **accelerating** the team's ability to validate features and **reducing** post-launch rework by **15%**.
- Drove the creation of a central, living documentation hub to support the initiative, improving global SOC response alignment and cutting average incident response time by **20%**.

### Product Associate| HPE Aruba Networking & SAP|India

Jun 2017 - Nov 2022

- Orchestrated** a major SAP HANA platform relaunch, **coordinating** a 20+ person cross-functional team that **modernized the user experience** and **generated a 15% increase in monthly recurring revenue**.
- Applied** the Jobs-to-be-Done (JTBD) framework and data from an NLP-based chatbot to redesign the user journey, **improving information retrieval time by 20%** and **boosting user satisfaction by 15%**.
- Pioneered** a new in-app analytics feature as a core component of the relaunch, **driving a 15% increase in trial-to-paid conversion** and **generating over \$50K in new monthly recurring revenue**.
- Implemented Agile methodologies (Scrum)** to manage the project, increasing the team's sprint velocity by **25%** and ensuring the on-time delivery of **5 key product features** for the launch.

## EDUCATION

**Masters in Information Management** | University of Washington

2025c

*Specialization: Product Management, Data Science, Cybersecurity*

**Bachelor of Engineering in Computer Science** | Rajiv Gandhi Technical University

June 2017

*Specialization: User Experience, Databases*