

# Abhiroop Somisetty

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## EDUCATION

**University of Illinois Urbana-Champaign, Gies College of Business**  
*Master of Science in Technology Management*

*Champaign, IL*  
*August 2025*

**SRM Institute of Science and Technology**  
*Bachelor of Technology*

*Kattankulathur, India*  
*June 2021*

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## PROFESSIONAL EXPERIENCE

### **Infosys Ltd. (Deputed at Microsoft Corporation)**

*Business Analyst (Strategy for Product Launch)*

*Chennai, India*  
*Oct 2021-Aug 2024*

- Led end-to-end product strategy and development for Microsoft's AI-powered features, achieving a 25% increase in adoption through effective stakeholder collaboration and go-to-market planning
- Conducted competitive landscape and user behavior analysis, influencing the roadmap for AI feature launches and boosting customer satisfaction by 20%
- Optimized cross-functional communication among business strategists, product managers and governance specialists, ensuring seamless execution of 3 major product rollouts
- Implemented user-centered onboarding strategies, aligning customer experiences with product goals and enhancing platform adoption through streamlined workflows
- Conducted user research and A/B testing for AI feature optimization, leading to 20% increase in operational efficiency
- Established feedback loops with stakeholders to iterate on AI product features, resulting in 13% reduction in manual workflows

### **Hash Hack Code**

*Consultant*

*Chennai, India*  
*Feb 2023-August 2024*

- Prototyped and iterated on an AI-driven gamified learning platform to address user engagement challenges, resulting in a 19% increase in engagement
- Collaborated with design and engineering teams, utilizing tools like Figma, to create user-friendly wireframes and prototypes, improving member engagement by 19%
- Created and managed product roadmap using agile methodologies, resulting in successful delivery of ML-based personalization features
- Utilized data analytics to optimize user experience and feature prioritization, driving 12% cost reduction while expanding market reach
- Conducted competitive analysis and market research to position the platform uniquely, driving adoption and improving retention metrics

### **Merkle Sokrati**

*Associate Business Analyst Intern*

*Pune, India*  
*July 2021-September 2021*

- Developed insights from quantitative data analysis to optimize client marketing strategies, increasing campaign engagement by 20%
- Managed \$10,000 ad budgets with a focus on measurable ROI, presenting recommendations to stakeholders for performance enhancement

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## ACTIVITIES AND LEADERSHIP

### **Vendor Hub (Project)**

*Project Lead*

*Champaign, IL*  
*October 2024-Present*

- Building a global B2B marketplace by defining a product roadmap focused on a points-based supplier rating system, enhancing transparency and trust for SMEs
- Working on increasing platform adoption in the U.S. by conducting market research and addressing supplier-buyer pain points through strategic feature prioritization

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## PROGRAMS AND SKILLS

**Product Management Skills:** Product roadmap development, user research, customer insights, iterative design, A/B testing

**Technical Tools:** Excel, Power BI, SQL, JIRA, Asana, Figma, Microsoft Suite, PySpark, Data Cleansing and Transformation (MS Access), Azure Data Pipelines

**Agile Methodologies:** Agile project management, cross-functional collaboration, stakeholder alignment, Customer/User Research

**User-Centric Design:** Wireframing, prototyping, data-driven decision-making

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## CERTIFICATIONS

- Certified in Software Product Management Specialization by the University of Alberta.
- Certified Scrum Product Owner (CSPO by Scrum Alliance)
- Reforge Product Strategy program
- Certified in Data Analytics by NASBA (National Association of State Boards of Accountancy)