

# Aishwarya Dwivedi

Product Manager & UX Consultant

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## WORK EXPERIENCE

### Associate Product Manager

Kuliza Technologies Pvt. Ltd.  
February 2017 - July 2018

### UX Consultant

Kuliza Technologies Pvt. Ltd.  
June 2016 - February 2017

## PROJECTS

### FinGo Partner — Associate Product Manager

- Defined the objectives and requirements for the project by meeting with client and completing the user research
- Worked independently on the Product Requirement Document and the Project Plan
- Created the product roadmap and timelines for each phase
- Lead a Cross Functional Team and ensured that the product was delivered on time with the help of Agile framework
- Designed the dashboard for Financial Advisors to aid in decision making and customer relationship

### IRIS — Associate Product Manager

- Conducted the customer analysis and competitive analysis
- Created and prioritized the feature list for the product
- Tracked customer feedback to find out potential opportunities for improvements
- Managed relationships with the clients and other service based start-ups to deliver the product

### Active Account — Associate Product Manager and User Experience Consultant

- Managed the entire product cycle starting with strategic planning
- Designed the information architecture and flow of the application
- Designed a new onboarding experience for the users
- Helped the marketing team with customer segmentation
- Designed a data driven plan for better customer retention in Phase 2 of the project

### Specto — Designer

- Conducted in depth analysis of the market and the opportunities
- Created a Head Mounted Display that can be used with any smartphone by any person
- Developed a compression algorithm that can compress the video by 44%

## EDUCATION

### Carnegie Mellon University

Masters in Human Computer Interaction  
August 2017 - August 2018

### R. V. College of Engineering

Bachelor's in Telecommunications Engineering  
August 2012 - May 2016 8.68/10

## SKILLS

### Management

Agile Framework  
Scrum  
Documentation  
Team Management  
Leadership  
Problem Solving  
Data Driven Solutions  
Product Strategy  
Project Management  
Competitive Analysis  
Data Analysis  
Risk Management  
User Centric Solutions

### Design

User Research  
User Stories and Scenario  
Interactive Prototyping  
Information Architecture  
Usability Testing

### Tools

Java, C  
HTML & CSS, JavaScript  
Sketch, Principle  
Balsamiq, Invision  
Jira, Microsoft Project, Visio