

# Asma Khan

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## EDUCATION

Cornell University, Ithaca, NY

Aug 2017– May 2021

B.S. Information Engineering, *Magna Cum Laude*

## WORK EXPERIENCE

Deloitte Consulting, New York, NY

Sep 2021 – Present

**Product Manager, AI & Data Engineering**

**Project: Defined Product Roadmap for Analytics Platform Modernization**

- Conducted 20+ stakeholder interviews to uncover analytics pain points and define cross-functional reporting requirement
- Audited 150+ dashboards across 15+ tools to identify redundancies and shape migration strategy to unified internal platform
- Mapped legacy workflows into product specs and data requirements guiding roadmap for next-gen analytics experience
- Reduced vendor reliance by 80% through platform consolidation, improving data accuracy, speed, and governance

**Project: Launched Customer Insights Analytics Platform (Internal SaaS Product)**

- Secured \$400K+ cross-functional funding and executive buy-in for MVP enabling real-time performance analytics across brands
- Led 6 engineers through agile sprints to deliver platform adopted by 50+ users across 8 global business portfolios
- Translated stakeholder feedback into wireframes and Jira stories, aligning engineering efforts to prioritized user needs
- Coordinated end-to-end SIT, UAT, and launch activities to ensure seamless deployment and company-wide adoption
- Identified process bottlenecks, improving fulfillment speed and reducing time-to-delivery by 35%

**Project: Developed User Engagement Insights Dashboard for Digital Wellness App**

- Developed and delivered MVP dashboard in under 2 weeks, enabling visibility into critical adoption and usage metrics
- Defined KPIs that surfaced 3.5× user drop-off after onboarding; informed redesign of patient support journey and UX flow
- Translated sentiment and behavioral data into actionable product roadmap inputs, influencing next-gen feature development
- Hosted weekly product syncs to align design, engineering, and analytics teams on milestones and delivery risks

**Project: Scaled Global AI Framework for Predictive Analytics**

- Authored global AI playbook to standardize data pipelines and operating procedures for rapid productization of AI solutions
- Scaled AI model deployment to 13 markets, reducing time-to-launch through modular templates and standardized MLOps
- Localized model (HCP Adoption Ladder and Channel Affinity) inputs and logic using SQL and Python to ensure regulatory fit
- Partnered with executive sponsors to monitor adoption KPIs, manage risk, and maintain global product consistency

## PROJECTS

SaveRx.ai, New York, NY

Aug 2025

**Founder**

- Built a platform simplifying access to prescription savings by aggregating and standardizing pharma manufacture savings programs
- Led end-to-end product strategy and development, defining user flows and APIs to streamline patient-pharmacy savings

CUuids, Ithaca, NY

Apr 2021

**Information Retrieval Engineer**

- Parsed Wikipedia, IMDB, and Yelp data to optimize movie and restaurant pairing based on cosine similarity and boolean search
- Built and deployed a full-stack info retrieval system using Python, Jinja, and HTML on Heroku, enabling seamless ad hoc queries

Chirp, Ithaca, NY

Nov 2020

**UX Researcher**

- Conducted user interviews and built personas to guide product strategy; applied design thinking to uncover key user needs
- Created interactive Figma prototypes and led usability and heuristic tests to validate UX decisions and improve user satisfaction

## ADDITIONAL INFORMATION

**Certifications:** SAE® 4 Agilist (2020), DataKU Core Designer (2021)

**Technical Tools:** SQL, Tableau, Python, R, PHP, HTML, CSS, JavaScript (D3.JS), Java

**Functional Tools:** Figma, Jira, Confluence, Software Development Life Cycle (SDLC)

**Other:** THELI, Founder & Product Designer – Launched a direct-to-consumer line of vegan leather bags on Etsy