Athira Unnikrishnan

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Summary

I excel in navigating ambiguity and translating research and data-driven insights into strategies that drive measurable business outcomes. Skilled in market research, customer engagement, and converting insights into actionable requirements that align with business objectives. Experienced in defining product roadmaps, prioritizing high-impact initiatives, and collaborating cross-functionally to deliver customer-centric solutions. Recognized for advancing customer value, business growth, and operational efficiency.

Professional Experience

Arqaios, Smart Home Startup

Product Strategist *Jun 2025 – Present*

- Drove an 80% increase in execution efficiency by translating research into a product roadmap, prioritized backlog, and user stories.
- Identified market gaps via research and competitive analysis, shaping the business model and go-to-market strategy.
- Built and automated the end-to-end pre-order funnel, from messaging to lead qualification, driving early launch demand.
- Increased business client acquisition 4x by introducing a bundled pricing and cost-sharing model through strategic partnerships.

Northwestern University, PointTaken Game

Customer Experience Research Analyst *Sep 2025 – Dec 2025*

- Conducted A/B tests to assess product performance and customer preferences, generating insights that guided feature improvements.
- Improved customer satisfaction by 40% through product refinements driven by journey mapping and user data analysis.
- Engaged 300+ users in product validation experiments through structured planning, resource allocation, and milestone tracking.

Alstom, Multinational Rail Transport Company

Product Lead *Mar 2021 – Jul 2024*

- Launched an in-house product suite, reducing dependency on external tools and purchase costs by 80%.
- Deployed the platform across major projects in Denmark and India, reducing end-user effort by 60%.
- Drove 10X increase in product adoption through training, workshops, and strategic collaboration.
- Monitored KPIs to track usage and user behavior, using insights to prioritize features and enhance adoption.

Skills

Programming & Data Analysis: Python, SQL, Excel (Advanced), Jupyter Notebook, Minitab, Tableau, Google Analytics

Business & Product Tools: Notion, Jira, Miro, Confluence, Slack, Asana, Microsoft 365, Google Workspace

Design & Prototyping: Figma, Webflow, Framer, Canva, Miro

Frameworks & Methodologies: A/B Testing, Agile, Scrum, JTBD (Jobs-To-Be-Done), Design Thinking, GTM Strategy

Education

Northwestern University **Illinois, USA**

MS in Engineering Management | GPA: 4.0/4.0 *Sep 2024 – Dec 2025*

University of Calicut **Kerala, India**

BS in Computer Engineering *Jun 2014 – Apr 2018*

Additional Experience

Cyient, Global Engineering & Technology Solutions Company

Engineer *Jul 2020 – Mar 2021*

- Built an automated engineering design system, reducing design time and error rate by over 50%.

Tata Consultancy Services, Global IT Services & Consulting Company

System Engineer *Nov 2018 – Jul 2020*

- Automated engineering testing workflow, reducing cycle time by 60% and the number of testing iterations.