BABU POOMALAI

babuit.gct@gmail.com | +91-7845695969 | LinkedIn: [Babu Poomalai](#)

4+ years of experience as Product Owner
Software developer with 9+ years experience in Java, Node.js, MySQL, Mixpanel, Intercom

EXPERIENCE

VMware - Velocloud SD-WAN | Chennai, IN   Feb 2019 – Present
Senior Software Engineer
- Developed User role customization that helps to control the features visibility in the app.
- Full stack development focused on designing new features, enhancing security and improving Product experience.
- Received Spot award for Role customization feature at VMware.

Unmetric| Chennai, IN   April 2014 – Feb 2019
Senior Software Engineer
- Key developer of Discover - new product launched out of Unmetric Labs, a search tool for social media content. Worked from Discovery to Launch phase.
  Managed the feature development and prioritized the next set of features.
  Used Mixpanel and Hotjar to analyze the User and Customer engagement, Intercom for customer feedback.
  Closely worked with the Marketing team to ramp up the Freemium product usage and fill the Product gaps.
- Developed third party integration with Hootsuite, Salesforce and Oracle
- Integrated product with subscription tool for billing and make the product more seamless to end users
- Involved in the product requirement of a new pricing model that charges based on the profiles they analyze.
- Developed Pinterest and Linkedin scraper using Selenium tool and gather analytics
- Developed report generation feature after listening to Customer interviews and finalized the requirements.
- Developed a new Real time tracking tool on brands in important events like Super Bowl, NBA, etc.

Aspire Systems| Chennai, IN   June 2011 – April 2014
Software Engineer
- Developed new features in different products such as Workflow management softwares and Business execution software

CERTIFICATION
Duke University - upGrad - Product Management (InProgress)   2020

EDUCATION
Govt.College of Technology   2007-2011
B.Tech Information Technology **CGPA: 8.53/10**

SKILLS + INTERESTS
Skills:
    Product design, Product roadmap, User research, SDLC, Data analysis and Reporting, Prototyping, UX & UI Design, Project management, Value Proposition, Optimistic and self-motivated

Software:
    Mixpanel, Intercom, InVision, Mailchimp, Aha
    SQL
    A/B testing tools (Optimizely)
    Project management tools (JIRA, Trello, Confluence)
    User research tools (Usertesting, Hotjar, Google Surveys)
    Customer feedback (Survey Monkey) , Launch Dorkly