**Kanika Narula**

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Discovery Garden, Dubai

Ph.: (+971) 555180654

Email: narula.kanika@gmail.com

**CAREER OBJECTIVE:**

To be part of an organization that can make me utilize my true potential with a mission to excel while adding value to the organization challenging opportunities and myself

**SUMMARY**

A dynamic professional with 10 years of experience in **Product Management, Business Analysis & Software Testing - Agile methodology.**

Presently working with OSNas a **Product Lead in Dubai, UAE.** I love to solve problems; breaking complex into simple; binding the efforts of technology & design to give the consumer a seamless experience.

* **Product Management**   
  PRD/project brief, project scoping, functional analysis & requirement specification in agile methodologies. Transforming business requirements into technical requirements for our Digital Products (Desktop site, Mobile site & Apps for mobile, tablet & smart TVs) .Work closely with developers to make them understand requirements in planning meeting. Showcasing the solutions to stakeholders.
* **Quality Assurance**

Passionate for software quality engineering and innovation of end-user applications, governance and excellence programs.QA management and leadership of leading off & on-shore teams and vendors, building productive and positive environments, teams, strategies and plans to assure attaining the best results. Plan strategies of QA, budgets and activities roadmaps.

* **User-centered design**  
  User personas and user journeys, sitemap and wireframes, website evaluation and business goals analysis, competitor analysis, test script design, A/B testing.
* **Research and analysis**  
  Competitor research, user research (interviews, observation, secondary research-focused groups), new technology research, gap analysis, creating presentations for senior management that clearly and concisely present analysis and recommendations. Competitive analysis of the Mobile apps.
* **Management & Communication**   
  Team leadership and organization, oral and written presentations, stakeholder relationships, client-facing meetings, supplier management, workshop planning and execution. Working very closely with Marketing to align with launch and promotions strategy.
* **Skills:** Web technologies: HTML, CSS, XML, JavaScript, Analytics (Google, Omniture),MS Project,
* **Software:** Photoshop, MS Office, Balsamiq, Axure,Cacoo,Prezi, Trello, Zeplin,Conviva,Crashlytics
* **CMS**: Hybris, Drupal, Sharepoint, Wordpress, SNAP(Customized), App grid

**EXPERIENCE**

**Digital Product Lead, OSN, Dubai April, 2017 - Present**

As the Product Manager for OSN, I am responsible for working with Management teams to come up with Product ideas, and then planning and driving these through to execution with the software development team following an Agile Development Methodology.

Involved in planning, designing, developing our digital products (website, mobile & smart TV applications).

Areas of expertise include:

* Product Development (working with engineering team to deliver the technical requirements)
* UX/UI of the products designs & prototypes (working with design team to come up with concepts and ideate the vision of the business requirements)
* Business Analysis & Competitive analysis
* Co-ordination with 3rd party vendors
* Looking after Partnerships with other content providers as a business representative
* User Acquisition & Retention by introducing new features, functionalities & products
* Aligning with the product KPIs to deliver features & functionality which can help meet that vision and quarterly targets
* Managing Product backlog and giving weekly updates to stakeholders with every sprint
* Conducting stand ups, planning meetings with Engineers and UX/UI designers
* Monthly updates to Steering committee

**Product Manager, Sky News Arabia, Abu Dhabi October, 2011- March ,2017**

Sky News Arabia is a 24-hour Arabic language channel. The free-to-air news service broadcasts from Sky News Arabia's studios in Abu Dhabi, the capital of the United Arab Emirates. The Arabic website [www.skynewsarabia.com](http://www.skynewsarabia.com/) covers breaking news and publishes news stories, picture galleries and videos produced by a dedicated team of multimedia journalists backed by a network of correspondents across the Middle East, North Africa and around the world. There are also news apps available for the iPad, the iPhone and other mobile devices.

I came on board as part of the Sky News Launch Team in Sep 2011 and have been involved in conceptualizing, designing, planning and developing our website, and mobile applications.

As a Product Manager at Sky News Arabia, Some of my key achievements are

* Launched Sky News Arabia website in May 2012 <http://www.skynewsarabia.com>
* Launched Sky News Arabia Mobile site in March 2013 <http://m.skynewsarabia.com>
* Launched Sky News Arabia iOS App
* Launched Sky News Arabia Android App
* I own the Product roadmap for Sky News Arabia Products including
  + Sky News Arabia Website (<http://www.skynewsarabia.com> & <http://m.skynewsarabia.com>)
  + Sky News Arabia Applications (iOS, Android, Windows and Blackberry).
  + Using Agile methodology to deliver work to Business
* Involved in coming up with product features to
  + Increase customer engagement
  + Increase customer retention.
  + User acquisition.
* Track analytics and data from Google Analytics for our website and mobile applications.
  + Monitor key data points such as user sessions, unique visits, bounce rate etc.
  + Identify areas for improvement and come up with solutions to the same.
* Managing QA team and their KPI’s for the annual year appraisals
* Closely work with marketing team to drive e-marketing efforts through DFP for managing ads from different clients.
* Closely work with the social media team to come up with social media campaigns and promotions.
* Writing user guides and conduction training sessions for internal users.

**Business Analyst, Emaratech, Dubai April, 2011 – September, 2011**

Emaratech is a technology and professional services company specializes in providing consulting, outsourced technology and business strategy solutions for the global corporate and government entities in the Middle East. Emaratech delivers key organizational and business intelligence services to enable governmental and institutional organizations to operate efficiently and effectively, also to minimize bureaucracy, streamline costs and increase revenues through effective business solutions.

Responsibilities include:

* Gathering and Analyzing requirements from Business
* Providing inputs using wireframes to give more visibility to Business team& Development Team
* Creating requirements in Jira tool
* Conduct planning meeting with development team to make them understand business requirements using wireframes, ER diagrams
* Doing estimations as per the inputs given by development team
* Tracking the requirements in JIRA until delivered
* Responsible for showcasing the weekly work to Business team
* Coordinate application development for multiple projects.
* Work with software developers and end users to ensure technical compatibility and user satisfaction.
* Working on Multiple Projects at the same time
* Gathering requirement for HR SharePoint Portal as well
* Preparation of Test cases, Test Data, Defect reporting (TD) and Test summary Report.
* Used Microsoft Test Manager
* Executing test scripts ,Updating Test scripts
* Test case Execution.
* Reporting and Tracking Bugs

**Senior Test Engineer, United Health Group, India July, 2009 - February, 2011**

United Health care is a web based project in which customers are provided with different Health plans they can take for themselves. It involves all the claims, coordination of benefits, explanation of benefits etc.

Responsibilities include:

* Preparation of Test cases, Test Data, Defect reporting (TD) and Test summary Report.
* Regression testing of the Application using QTP.
* Executing test scripts ,Updating Test scripts
* Test case Execution.
* Reporting and Tracking Bugs
* Usage of VSS Configuration Management Tool.

**Test Engineer, Fujitsu India Pvt. Ltd July, 2008 –July, 2009**

Fujitsu is the leading Japanese information and communication technology (ICT) company offering a full range of technology products, solutions and services. Approximately 170,000 Fujitsu people support customers in more than 100 countries. We use our experience and the power of ICT to shape the future of society with our customers.

Bayer’s application is a US based project which has lot of small applications developed in .Net that basically deals with the agricultural and manufacturing domain. This project involves System testing of the applications .2-3 applications are used by the employees of the Bayer’s itself.

Responsibilities include:

* Review of design documents.
* Preparation of Test Plan, Test cases, Test Data, Defect reporting (JTrac) and Test summary Report.
* Writing test scripts
* Executing test scripts
* Test case Execution.
* Reporting and Tracking Bugs
* Installation Testing and database testing (TOAD), if required as per the application.
* Usage of VSS Configuration Management Tool.

**Software Tester, Steria, India June, 2007 – June, 2008**

Steria delivers end-to-end IT-enabled business services that help private and public organizations meet today’s complex business challenges. As a Trusted Transformation partner with a highly collaborative approach, Steria provides consulting, digital expertise, as well as optimized infrastructures, applications and business process services.

Responsibilities include:

* Writing & Executing test scripts
* Test case Execution.
* Involved in UAT testing, Regression testing.
* Cross Browser Testing using Browser Cam
* Test execution
* Defect Logging
* R&A analysis activity

**EDUCATIONAL QUALIFICATION:**

**B.Tech in Computer Science** from Haryana Engineering College, Haryana, India in 2007 with an overall percentage of 74.36%.

Class XII from Presentation Convent School, Delhi (12th CBSE) in 2003 with an overall percentage of 81 %.

Class X from Presentation Convent School, Delhi (10th CBSE) in 2001 with an overall percentage of 76%.

I hereby declare that the information given above is true to the best of my knowledge.

**Kanika Narula**