

Soumyata Binani

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EDUCATION

University of Illinois Urbana-Champaign, Gies College of Business

Champaign, IL

Master of Science in Technology Management (GPA: 4.0)

August 2025

Relevant Coursework: Product Strategy, Project Management, UI/UX Design, Data Analysis, Managing Innovation

Vellore Institute of Technology

Vellore, India

Bachelor of Technology in Electronics and Computers (GPA: 3.9)

May 2022

EXPERIENCE

Riverside Natural Foods

Remote

Product Consultant (Business Practicum)

May 2025 - July 2025

- Led **product discovery** and **user research** for enterprise AI transformation initiative, conducting primary research with 150+ employees to identify critical workflow inefficiencies and designed custom **AI agents** using MS Copilot and Power Automate, cutting down manual processing time by 40%
- Developed **go-to-market strategy** with 12-month ADKAR adoption roadmap, establishing **success metrics** and training protocols to drive enterprise AI adoption from 60% to 85% while ensuring data privacy compliance

BlackRock

New Delhi, India

Product Manager – Aladdin Wealth

January 2022 – July 2024

- Owned **end-to-end product lifecycle** for a proposal generation enhancement, interviewing **customers to identify pain points**, defining product requirements and user stories, and collaborating with engineering to reduce generation time by 80%, increasing throughput by 5x
- Defined and executed **product roadmap** for observability framework, **managing stakeholders** across cross-functional team of 8 engineers and analysts to reduce service tickets by 30% and elevate customer satisfaction scores by 15%
- Optimized product performance through **user testing** and **A/B experiments** with 500+ users, refining risk analytics capabilities and achieving 55% reduction in memory usage, supporting 99.9% platform uptime during peak periods
- Built and deployed **real-time dashboards** tracking 10 key performance indicators (**KPIs**), providing insights that informed product decisions and drove 20% reduction in production cycle time, securing \$2.5M client contract renewal
- Performed **competitive analysis** on cloud providers, leading migration of 20+ client applications to cloud, enhancing data security and scalability for **enterprise-level** customers

PrepBytes

Chennai, India

Marketing Intern

June 2020 – December 2020

- Drove **organic growth strategy** through keyword research and on-page element optimization, expanding brand reach by 35% and improving search-to-signup conversion by 20%
- Designed **targeted user segmentation strategy** based on behavioral analysis, boosting customer acquisition by 25% and retention by 18%

PROJECTS

Booking.com UX Redesign - Pricing Transparency

[Link](#)

- Led complete **redesign** of Booking.com's user experience to enhance pricing transparency, **A/B tested** toggle vs. overlay solutions and implemented winning toggle design that displays full price breakdown upfront during browsing instead of checkout, achieving **90%+ user satisfaction** and reducing pricing confusion by 85%

LEADERSHIP

Magelli Office of Experiential Learning

Champaign, IL

Senior Manager

May 2025 – August 2025

- Mentored 4 student consulting teams on real-world client projects by **coaching team leads**, reviewing deliverables and keeping teams aligned, resulting in 100% **client satisfaction** and 2 teams receiving follow-up project offers

SKILLS & CERTIFICATIONS

Certifications: Certified Scrum Product Owner (CSPO) by Scrum Alliance

Programming and Tools: SQL, Python, Snowflake, Power BI, Tableau, Grafana, Figma, Jira, Confluence, OpenAI API

Core Competencies: MVP Development, Market Research, UI/UX, Empathy Mapping, A/B Testing, Agile (Scrum, Jira, Trello), AI prototyping (Vercel, Replit, etc.), Change Management (ADKAR), Stakeholder Management, Product Analytics