

# DEEPIT SAPRU

## Product Manager

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### EXPERIENCE

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#### ADOBE

Business Architect - Digital Media Product Management

*San Jose, CA*

January 2022 - Present

- Retained \$160M ARR for Creative Cloud & Acrobat DC by reducing churn risk and improving customer satisfaction with AEP, AJO, and Gainsight.
- Led post-sales engagement initiatives for direct and reseller customers, boosting app usage by 33% and securing \$108M ARR in 60 days, enhancing user retention and product adoption.
- Deployed a high-velocity internal tool for B2B purchases, boosting GNARR by \$43M/year and reducing costs by \$700K, improving sales efficiency
- Enhanced Acrobat, Substance 3D, and CCT trial lead tracking and attribution through real-time customer insights, driving a \$20M ARR opportunity.
- Doubled engagement and reduced discovery time by 50% by integrating an LLM-enhanced system for Adobe's Knowledge Base with 30,000+ documents.
- Conducted market research, created roadmaps, ran A/B tests, and tracked product performance metrics, supporting senior product managers.

#### ADOBE

Solutions Architect - Enterprise

*San Jose, CA*

July 2019 - December 2021

- Designed and launched an advanced pricing engine, improving quoting efficiency by 31% and increasing AOV by 20%.
- Enhanced B2B subscription model by increasing catalog-to-cart speed by 55% for 100 Adobe SKUs.
- Implemented an omnichannel CCaaS platform, supporting 30+ languages, raising CSAT by 7 points, and reducing handling time by 2-3 minutes.
- Redesigned middleware for skill-based routing, reducing escalation rate by 15% across 50+ digital media products and improving customer support efficiency.

#### USHVA

Product Engineer

*Mumbai, India*

December 2015 - June 2016

- Optimized UX with material design, achieving 5x faster device labeling, simplifying device discovery, and account linking.
- Improved user onboarding by reducing setup steps by 40% through local command execution and state updates.
- Developed a website with a team of two engineers using HTML/CSS, JS, Nginx, and MySQL, enhancing site performance and user accessibility.

### SKILLS

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#### Technical

Python, SQL, NoSQL, CI/CD, AI/ML, REST APIs, AWS (Certified), Azure (Certified)

#### Web & Design

HTML/CSS, JavaScript, XD, Jira, Confluence, Lucid, Miro

#### Tools & Testing

CRMs, PowerBI, Looker, Tableau, Postman, Swagger, GitHub, VS Code, Qualtrics

### EDUCATION

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**Master of Business Administration**, University of Illinois Urbana-Champaign

2025

*Major in Business Analytics & Digital Marketing*

**Master of Science, Computer Science**, University of Texas at Arlington

2019

**Bachelor of Engineering, Computer Science**, National Institute of Engineering, India

2017