

Isha Jha

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SUMMARY

Product Manager with 5 years of IT experience, including 3.5 years in QA and Software Development and 1.5 years in Product Management. Skilled in **feature prioritization, requirement gathering, and user research**, and in collaborating with **engineering, design, and data teams** to deliver user-focused, scalable solutions. Proficient in **Agile practices, backlog management (Jira, ClickUp)**, and **UX refinement** using **Figma** and **AI-powered design tools**. Strong in **SQL** with working knowledge of **Power BI** and **Azure Data Factory** to support data-informed decisions and deliver intuitive, high-impact products.

EXPERIENCE

Product Manager

Freelance

May 2024 - Present, Noida, UP, India

- Spearheaded UX enhancements for a **voice-based ERP platform**, optimizing dashboards and iOS onboarding flows to improve cross-platform completion rates by **25%** and enhance admin usability.
- Co-designed and launched an **Admin Vendor Verification module**, introducing direct vendor calls, KYC validation, and verification workflows — streamlining approval processes and reducing vendor verification turnaround by **40%**.
- Directed the **mobile-responsive redesign** of the admin dashboard, improving accessibility and operational efficiency for internal admin users by **35%**.
- Orchestrated collaboration among **developers, designers, and QA teams** to define requirements, test features, and manage sprints through the full product lifecycle. Utilized **ClickUp** for task prioritization, progress tracking, and sprint planning, improving delivery timelines by **30%**.
- Developed onboarding and feature walkthrough videos for the **voice-based ERP platform**, simplifying product adoption for new users and reducing support queries by **20%**.
- Produced high-fidelity mockups using **Figma** and leveraged **Google Analytics** insights to guide design decisions, boosting user engagement and feature adoption by **20%**.
- Partnered with a **non-technical business owner** to conceptualize and launch **Lappy.com** — an e-commerce platform for buying and selling refurbished laptops, increasing qualified leads by **25%** post-launch.
- Defined product strategy and mapped user journeys to ensure smooth navigation for non-technical users, aligning design with conversion goals and reducing browsing friction by **30%**.
- Revamped the product categorization flow, resolving inconsistencies in listing logic and improving product discoverability and user clarity by **40%**.

Software Engineer

Infrablok India Pvt. Ltd.

September 2021 - April 2024, Noida, UP, India

- Engineered and deployed **Solidity smart contracts** automating SLAs between pharma suppliers and logistics partners, reducing manual reconciliation by **60%**.
- Developed two **Node.js API suites** — one for fetching Ethereum block data and another integrating on-chain SLA info, improving traceability by **45%**.
- Architected data workflows using **Azure Data Factory, Databricks, and PySpark**, integrating **SQL** and **Excel-based e-commerce data** to train models, improving data efficiency by **40%**.
- Conducted feasibility research on **blockchain and DID frameworks** for **MDVERSE**, evaluating scalability and interoperability for secure, patient-centric identity management.

Software Engineer - QA

Miri Infotech Pvt. Ltd.

May 2021 - August 2021, Noida, UP, India

- Executed 150+ test cases across **Miri Portal** and **Support My Cloud**, identifying **30+ critical issues** and achieving a **95% pass rate**, improving stability by **25%**.
- Built automated test suites using **Selenium** and **Java**, increasing coverage by **85%** and reducing manual testing time by **50%**.
- Performed API testing with **Postman** and tracked defects in **Jira**, improving integration reliability and QA consistency by **30%**.

Setup Configuration Specialist

Wipro HR Services India Pvt. Ltd.

February 2019 - July 2019, Gurgaon, Haryana, India

- Oversaw more than **50 database activities and transactions** in **TBA** for **Defined Benefits at Siemens**, ensuring precise execution and alignment with client specifications, which improved data accuracy and compliance by **20%**.
- Implemented over **20 filtering mechanisms** using **DB2**, improving data handling efficiency and system throughput by **30%**, resulting in smoother operational workflows.
- Optimized complex **SQL queries**, reducing execution time by **40%** and significantly enhancing system responsiveness and processing performance.

EDUCATION

Master of Computer Applications Hons.

Lovely Professional University • Jalandhar, Punjab, India • 2019 • 8.54 CGPA

Bachelor of Computer Applications

Dibrugarh University • Dibrugarh, Assam, India • 2017 • 69.84 %

SKILLS

Tools & Technical Skills: Figma, AI Design Tools, Jira, ClickUp, SQL, PySpark, Power BI, Azure Data Factory, Databricks, Google Analytics

Product Management Skills: Product Roadmapping, Requirement Gathering, Feature & Backlog Prioritization, Agile & Scrum Practices, Cross-Functional Collaboration, User Research, Usability Testing, Customer Feedback Analysis, Agile Workflow Management