

# Isha Jha

📍 Greater Noida, Uttar Pradesh, India 📩 jhaisha995@gmail.com ☎ +91 8402024041 🌐 in/isha-jha-85398892 🌐 github.com/isha-techpm

## SUMMARY

Associate Product Manager with experience improving web and mobile products through analytics, experimentation, and structured decision-making. Brings a strong execution background across product, QA, and engineering, with a proven ability to translate unstructured user feedback into measurable gains in usability, delivery quality, and operational efficiency.

## EXPERIENCE

### Associate Product Manager

Freelance

July 2024 - October 2025, Remote

- Drove roadmap execution and backlog prioritization, increasing sprint predictability by 30%.
- Converted user feedback and data insights into clear requirements, reducing engineering rework by 25%.
- Coordinated UAT and release readiness with cross-functional teams, lowering post-release defects by 20%.
- Validated UX improvements through usability testing and A/B experiments, improving task completion by 20%.

### Software Engineer

Infrablok India Pvt. Ltd.

September 2021 - April 2024, Noida, UP, India

- Translated smart contract-based SLA and compliance requirements into product workflows, improving execution accuracy and auditability by ~60%.
- Built SQL- and Power BI-based dashboards supported by Azure data pipelines to track product and operational metrics, improving data processing efficiency by ~40%.
- Contributed to Node.js-based blockchain APIs and workflow design, improving data traceability and reducing reconciliation issues by ~30%.

### Software Engineer - QA

Miri Infotech Pvt. Ltd.

May 2021 - August 2021, Noida, UP, India

- Evaluated feature readiness through 150+ test cases for ERP and Cloud Platform improving release stability by ~25%.
- Automated regression testing, cutting manual effort and shortening release cycles by ~50%.

### Setup Configuration Specialist

Wipro HR Services India Pvt. Ltd.

February 2019 - July 2019, Gurgaon, Haryana, India

- Managed enterprise configurations and SQL-based data workflows for Defined Benefit (DB) pension and retirement plans, supporting 50+ production transactions while maintaining ~99% system uptime.
- Increased data accuracy and system performance for DB plan calculations through query optimization, filtering logic, and structured validations, achieving 20–40% faster execution times.

## PROJECT

### PM Compass — AI Product Decision Support Tool

Portfolio Project • [pmcompassai.vercel.app/](https://pmcompassai.vercel.app/) • November 2025 - December 2025

- Conceived and shipped an AI-powered tool that converts unstructured feedback into clear product themes and decisions.
- Instrumented GA4 events to track adoption, engagement quality, and time-to-insight.
- Designed usage limits, onboarding with sample data, and responsive UI while managing AI dependency trade-offs.

### Voice-based ERP Platform (Web Admin, iOS Buyer & Retailer Apps)

Confidential • [ruddy-cosmos-78e.notion.site/Hi-I-m-Isha-Jha-Product-Manager-focused-on-UX-User-Empathy-2bb2c88189558092af7cd8691c795be1](https://ruddy-cosmos-78e.notion.site/Hi-I-m-Isha-Jha-Product-Manager-focused-on-UX-User-Empathy-2bb2c88189558092af7cd8691c795be1)

- January 2025 - October 2025
- Improved onboarding completion by 25% through UX flow redesign across web and iOS.
- Reduced vendor verification turnaround by 40% via a new admin verification module.
- Lowered cart drop-offs by 15–20% by refining add-to-cart and checkout flows.

## 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 & Analytics: Jira, ClickUp, Figma, SQL, Google Analytics, Power BI, Azure Data Factory, Databricks, PySpark

Product: Product Discovery, User Journeys, Feature Prioritization, Backlog Management, Experimentation (A/B Testing), UAT, Agile/Scrum