

# Kalyani Wasave

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## Summary

Customer-obsessed and value-driven product professional passionate about building user-first solutions that blend design, data, & Generative AI. Skilled in product strategy, analytics, & agile execution, with a track record of launching scalable features that streamline business operations & drive growth. Pursuing M.S. in Computer Software Engineering at Northeastern University.

## Education

- Northeastern University** San Jose, USA
  - Master of Science in Computer Software Engineering - GPA: 3.86/4.0** January 2024 - December 2025
- Merit-based Scholarship:** Selected for the **National Overseas Merit Scholarship** as one of 20 students nationwide.
- MIT, Pune** Pune, India
  - Bachelor of Engineering in Electronics and Telecommunications** May 2010 - May 2014

## Experience

- Senior Product Associate | MillerKnoll | Bangalore, India** February 2020 - December 2023
  - Owned the end-to-end product lifecycle for B2B configuration & checkout tools by driving roadmap planning, stakeholder alignment, & cross-functional delivery, leading to an **18%** increase in conversion rates & 30% reduction in setup time.
  - Conducted user research, competitive analysis, & data-driven discovery to validate **product hypotheses**, define **MVP** scope, and make informed trade-offs, resulting in stronger **product-market fit** and measurable engagement gains.
  - Collaborated with design and engineering teams to ship iterative **UI/UX** improvements using **Agile sprints, A/B testing**, and customer feedback loops, driving measurable improvements in user experience and **business KPIs**.
  - Delivered data-informed decisions by integrating **product analytics**, customer usage data, and **market research** into **product planning**, supporting successful pricing optimization and increasing average order value by **15%**.
- Product Analyst | Lumina Datamatics | Navi Mumbai, India** June 2016 - August 2018
  - Improved repeat purchase rate by **20%** by identifying **high-value customer segments** using **K-Means clustering** on behavioral datasets from **Amazon and eBay**, and tailoring engagement strategies accordingly.
  - Enhanced product SKU visibility and **boosted sales by 10%** by integrating real-time competitor data and applying rule logic to optimize pricing and positioning across **5,000+ product** listings.
  - Reduced overselling by **35%** and cut inventory costs by **12%** using **SQL queries and Tableau dashboards** along with **Python regression models** to improve demand **forecasting accuracy**.
  - Optimized campaign promotions by analyzing performance-to-conversion mapping, aligning **data strategies** across **20+ vendors** for improved **ROI** and streamlined **analytics operations**.
- Business Strategy Consultant | Reliance Jio | Navi Mumbai, India** February 2015 - May 2016
  - Achieved **46% subscriber growth** and accelerated **4G network rollout by 28%** by driving a **market penetration strategy** across **15+** densely populated urban zones using **geospatial data** and infrastructure insights.
  - Reduced operational downtime by **18%** by building real-time **dashboards** using **SQL and Power BI** to monitor performance across **3,500+ telecom towers**, enabling faster resolution and better coordination with field teams.
  - Generated over **\$5M in quarterly revenue** by supporting the launch of **5** top-performing prepaid mobile plans, leveraging **customer behavior analytics** to design pricing tiers and **increase subscription conversions**.

## Academic & Research Projects

### SmartDoc: Pre-Visit Summary Tool for Outpatient Physicians [\[Project Link\]](#)

- Conducted problem validation and **clinical workflow** analysis to propose a rule-based, pre-visit summary tool for **outpatient physicians**, aiming to reduce **EHR (Electronic Health Record)** burden and enhance clinical efficiency. Leveraged primary research, clinician interviews, and task flow mapping to identify integration points for intelligent automation and future LLM-based enhancements.

### FocusFlow: Mobile App for Digital Wellness & Mental Well-being [\[Project Link\]](#)

- Conducted **user research and usability testing** to design FocusFlow, a **digital wellness app in Figma** that integrates app-blocking, habit tracking, and task management to reduce screen overuse and promote mental well-being. Applied **empathy mapping, POV framing, and iterative prototyping in Figma** to create a soothing, behaviorally-informed user experience that encourages focus, stress reduction, and healthier digital habits.

## Skills

- Languages:** SQL, Python, Microsoft Excel, HTML/CSS
- Tools:** Tableau, Power BI, Power Query, Google Analytics, Hubspot, Figma, Miro, Git
- Methods:** A/B Testing, Funnel Analysis, Agile/Scrum, Forecasting, Predictive Analytics, Customer Segmentation, UX Research, K-Means, Regression, Business Process Improvement, Prompt Engineering, Data Visualization