Keerthika Priya Ganesh

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Professional Summary

- At Deliveroo and Flipkart I have had the opportunity to work on refining existing features, collaborating with product to define and implement new features.
- Collaborated with Product and Design teams offering valuable insights on user experience and contributed to data-driven product decisions.
- Dedicated to crafting exceptional user experiences through thoughtful design and functionality.
- Experienced in defining product requirements, conducting competitive analysis, and leveraging data-driven insights to enhance user experience.
- Strong advocate for prioritizing user needs and optimizing development workflows.
- Well-versed in Agile methodologies, stakeholder communication, and strategic decision-making.

Technical and Non Technical Skills

Programming Languages:

Python, Swift, JavaScript, TypeScript

Tools and Technologies:

Excel, MS Office, Jira, Confluence, SQL, Google Analytics, Statsig, Confettura, Figma, Xcode, Jupyter Notebook, Git

Experience

Deliveroo, Bangalore — Jan. 2025 - Present

Software Engineer — *Swift, SwiftUI, UIKit, Combine*

- Involved with refining PRDs and development of the Rider inbox feature
- Led collaboration with Product and Design teams to develop the delivery notes translation feature, enhancing user accessibility.
- Redesigned Rider app's force upgrade feature improving UX, increasing upgrade compliance.

Flipkart Internet Pvt Ltd, Bangalore — Jun. 2022 - Jan. 2025

Software Development Engineer — *Swift, Objective-C, JavaScript, React Native, Python*

- Led the development and launch of the Play page, enhancing user experience by analyzing similar features across competitor apps resulting in 14% customer conversion rates (as of 29 December 2024)
- Worked with Product, design and leadership teams to prioritize and scope the features needed for MVP launch of Play page
- Defined requirements, conducted user research, and authored a PRD for an internal tool aimed at improving on-call efficiency, accessibility for non-technical users reducing their dependence on on-call devs.
- Collaborated with the Product team to launch the DIFM feature, making product installation and service optional, resulting in a 3.9% decrease in add-to-cart drops.
- Contributed to improving app robustness by reducing overall crash rates by 4%, enhancing performance.
- Owned the end-to-end development of a Fastify service providing configuration files to client platforms.
- Collaborated with Product, Design, and Backend teams to define requirements and deliver key features.

Zoho Corporation Pvt Ltd, Chennai — Jul. 2020 - May. 2022

Member Technical Staff - Zoho Sheet — *C++, Swift, Git, GitHub*

- Independently ideated and launched the "Pin Sheets to Top" feature, enhancing user accessibility and organization in an app used by 1000s of users across the globe.
- Implemented Push Notification functionality in the iOS app, improving user engagement and retention.
- Contributed to the UI revamp of multiple pages in the Zoho Sheet iOS app, enhancing user experience.
- Led the migration of the Zoho Sheet app from Zoho Docs to Workdrive, ensuring a seamless transition.

Project Trainee — *Jan. 2020 - Jul. 2020*

- Spearheaded the establishment of a CI/CD pipeline for the Zoho Sheet repository, improving deployment.
- Collaborated with cross-functional teams to enhance the user experience of the Zoho Sheet iOS app.

Education

Easwari Engineering College, Anna University, Chennai — Aug. 2016 - Apr. 2020

B.E. Computer Science and Engineering — *GPA: 8.16/10.0*