

Madhuri Rudrabhatla

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PROFESSIONAL EXPERIENCE

GOLDMAN SACHS

August 2021 - Present

Associate

- Business Impact
 - Developed the trading experience on goldman.com which boosted **client engagement by 35%** and **trade commissions by 50%**
 - Launched the goldman.com trading experience on the Wealth Management **iOS mobile app** that ~ 16.5k ultra-high net worth clients use including 20% of the Fortune 100 CEOs.
 - Drove the product roadmapping and execution** for digitising 30+ types of payment approvals, reducing manual emails by 60% and enforcing necessary checks and balances in the approval workflow.
 - Delivered scalable APIs, improved resource allocation and **accelerated time to market** by 20% for the asset transfers and banking functionality that facilitates ~ 10.5 million transactions annually.
- Design ownership
 - Designed and developed an **MVP** for integrating an in-house platform with an external application in **4 months** consisting of **6 must-have features** to address key user-experience pain points and **eliminate tech debt**.
 - Used Agile methodologies** to break down business requirements into epics and user stories.
 - Developed a **launch strategy** with 3 vendors to ensure smooth onboarding of clients. Helped create **thorough documentation and FAQs** and owned the software release management scripts and checks.
 - Conducted A/B testing** and pilot trials with a focus group of internal users to gather preliminary feedback and insights. Created a **dashboard to track important metrics** like- the number of onboarded users, frequency of usage, percentage of successful vs failed requests, most used features and preferred devices.
- Process improvement
 - Automated** production alerting for 25+ client-facing services using observability tools like Grafana & Prometheus
 - Standardised operation runbooks and streamlined escalation to **improve incident turnaround time** by 30%
 - Documented** 15+ B2C services and workflows, and **mentored** new interns and contingent developers

RELEVANT PROJECTS

Saathi | [Link](#), [Figma](#)

June 2024

Saathi is an app designed to enhance the lives of India's elderly through compassionate care and skill-empowerment. Competitive analysis and study of India's elder-care industry is presented, supported by extensive user research from **interviews** and surveys. It outlines the app's features, **MVP strategy**, and prioritization, with intuitive UX through **high-fidelity prototypes**, **user stories**, metrics, and **roadmapping**.

Supertails | [Link](#)

August 2024

The project's goal is to **improve acquisition** on Supertails by 30% and to achieve this, it devises three new features on the app. It includes user research and insights, **competitor analysis**, feature specifications and wireframes, feature prioritization, metrics and **go-to-market** strategy.

EDUCATION

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

2017-2021

Bachelor of Technology in Computer Science

90.46 (percentage out of 100)

Positions of responsibility - **Events Lead** @ SRM Developers Student Club, **Organizing Committee** @ AARUUSH Tech Fest

Internships - **Undergraduate Research Assistant** in the AI and NLP lab under Prof J. Jayapradha, **SWE Intern** at R Systems Chennai

NEW ERA SENIOR SECONDARY SCHOOL

Class XII - 86 (percentage out of 100) | **Class X** - 10 (CGPA)

TOOLS & PROFESSIONAL CERTIFICATIONS

Product Management: Confluence, Notion, Asana, Adwords **Product School** PM Certifications, Become a PM- **LinkedIn Learning**

Data Analytics, Design and UX: Excel, Tableau BI, Figma, FigJam, AI for Product management, AI for UI/UX

Software Engineering: DSA, Java, SQL, System Design, Git, Scalability and system design for developers - **Educative.io**

Soft Skills: Communication, empathy, strategic thinking, ownership, proactiveness, persuasiveness, creativity & passion. [Recommendations](#)

HONOURS & OUTSIDE OF WORK

Awards: **Runner up** - PM School Product Challenge - 2024, **Top performer** tier - Goldman Sachs PWM Annual Performance Review - 2023

Publications: **Technical Book Publication** - Data Mining and Information Security - 2022

Organisations and Volunteer Experience: Satya Sai Seva Organization, Educator @ UPchieve, Community Teamworks @ Goldman Sachs

Hobbies: Yoga, writing, singing, learning new cultures through cuisine and languages