

# Manesha Ramesh

## Product Manager

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### Profile

Product Manager with **3.5 years of experience** owning technically complex **marketplace** and platform products across e-commerce and logistics. Skilled in **API-driven systems**, experimentation, and data-led optimisation, with a proven ability to collaborate closely with engineering on architecture and trade-offs. Leverage a BSc in Computer Science and ML certification to tackle complex areas like offer **ranking and auction dynamics**, while combining MSc-level HCI expertise with first-hand insight into **hotel supplier workflows** and PMS limitations to deliver high-impact features for both travellers and business customers.

Video Pitch: <https://youtu.be/o8z0j6YykUk>

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### Education

**M.Sc. Human-Computer Interaction, University College Dublin** (1.1 Honours | 3.92/4.20) | Sep 2024 to Dec 2025  
Outstanding HCI Student Award (1st Rank) | UCD Advantage Award | 40% Scholarship | Maker Residency Programme

**B.Sc. Computer Science, New York University Abu Dhabi, UAE** (1.1 Honours | 3.67/4.00) | Aug 2016 to May 2020  
Coursera Certifications: *Managing ML Projects & ML Foundations for Product Managers* (Duke University)

**Certified Scrum Product Owner by Scrum Alliance**

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### Product Work Experience

**Product Manager at Namshi (fashion e-commerce), Dubai | Jan 2024 to Jun 2024**

- Owned the product vision and roadmap for the B2C promotions, cart, and checkout experience across **mobile, web, and internal tools**, delivering **10+ critical projects** and **driving OKRs** aligned to revenue growth, conversion, and customer experience across GCC markets.
  - **Revenue & Growth:** Enabled targeted coupon campaigns for internal sales and marketing tools, generating a revenue of **\$1.8M** across KSA, UAE, and other GCC countries.
  - **Feature prioritisation:** Applied ROI-based prioritisation using the **ICE framework** to streamline backlog prioritisation, accelerating delivery of high-impact features and improving roadmap efficiency.
  - **Experimentation & analytics:** Launched a free delivery progress bar with **A/B tests** to improve adoption of free delivery services at higher spend, yielding **12% uplift** in high-value orders in the **UAE** and **10% in KSA**.
  - **User Empathy:** Translated customer feedback from weekly interviews and **competitive analysis** insights into actionable insights to improve coupon display, fee transparency, and cart modification (**14+ features**).
  - **Agile Delivery:** Managed the **software development cycle**, backlog, managed sprint planning, and retrospectives for my 7-member squad on JIRA using Scrum, enabling predictable 2-week delivery cycles.
  - **Stakeholder Communication:** Presented business updates, product roadmap, delivery timelines, and feature alignment and impact to **20+ stakeholders** across **engineering, design, marketing, and leadership**.

**Product Manager at Noon (quick-commerce logistics), Dubai | Jun 2021 to Jan 2024**

- Owned **enterprise logistics platform products** (rider mobile app, the fleet management web app, and the order assignment logic), for three **marketplace platforms** (noonFood, NowNow, noonInMinutes) and an on-demand rider web app for external partners. **Promoted from Associate to PM in 17 months**.
  - **B2B SaaS Product:** Launched an MVP of an on-demand rider web app for merchant-initiated deliveries, now rolled out with 250+ partners, including 40+ enterprise clients, generating **\$1.6M quarterly** in revenue.
  - **API integration:** Onboarded NoonInMinutes and led their API integration with our products, enabling them to launch their first **10 dark stores** within 2 months.
  - **Software Architecture:** Partnered with engineering on API-driven platform features, defining service boundaries, data flows, and API contracts while evaluating trade-offs across latency and scalability.
  - **Analytics & Performance:** Designed Data Studio dashboards using SQL to track delivery performance, monitor feature-level engagement and support data-driven decision-making.
  - **Technical projects:** Collaborated with engineering, design, strategy, and operations teams to optimise delivery workflows, reducing **cost per order (CPO) by 13%** during Noon's Yellow Friday Sale 2021.
  - **Cross-functional Collaboration:** Partnered with a **global team of product managers**, engineers, QA,

designers, growth, operations, business analysts, to define, build, test, and release **30+ key** initiatives.

- **Data-led interventions:** Owned experimentation on order-assignment logic across high- and low-volume regions, driving a 10% delivery-time uplift through data-led configuration changes.
- **Data S:** Built and maintained automated data pipelines using SQL and BigQuery, leveraging DAG-based orchestration to deliver reliable daily reports with minimal manual intervention.
- **Requirements:** Translated business into platform-agnostic product requirements, defining functionality, edge cases, and acceptance criteria in partnership with engineering to ensure technical feasibility and scalability.
- **Automation:** Transformed manual and Excel sheet-based payout calculations for delivery agents into automated systems handling both salary and pay-per-order models, reducing **72+ man-hours per month**.
- **UX:** Improved visibility of per-order pay on the rider app, resulting in a **200% uplift** in NPS score in 3 months.

#### Product Manager | TalentXO (recruitment marketplace), Bangalore | Nov 2020 to Apr 2021

- *Designed and launched an MVP of the platform **marketplace** connecting freelance recruiters with companies for hiring across Product, Tech, Data, and Design roles. They have now successfully raised **\$50M** in Series-B funding.*
  - **User Research:** Conducted **7+ in-depth user interviews** to map recruiter workflows and identify UX improvements that optimised the number of candidates screened per recruiter.
  - **Software Development Cycle:** Collaborated with engineering to define features, validate wireframes, and lead **User Acceptance Testing (UAT)** and QA for the new portal.

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#### Hotel Experience

##### Front Office Staff (Part-time) | Grand Canal Hotel, Dublin | Sep 2025 – Jan 2026

- **Supplier Discovery:** Developed a first-hand understanding of **hotel supplier workflows and tooling**.
  - Worked daily with **PMS-driven workflows (Guestline)** for reservations, availability, and room management, gaining practical exposure to **hotel-side system limitations, manual workarounds, and failure points**.
  - Identified recurring operational friction (overbookings, late changes, special requests) that highlighted opportunities for **better data flow, automation, and clearer system feedback loops**.

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#### Project Work

##### ThreadLightly | NovaUCD (sustainable fashion), Dublin | Jan 2025 to Present

- *Placed **2nd at the NovaUCD Student Entrepreneurship Competition** (10 teams) by presenting a business model and **(Go-to-market) GTM plan** for an app promoting sustainable shopping through garment material analysis and alternative brand recommendations, applying **Business Model** and **Value Proposition Canvas**.*
  - **Go-to-market Strategy:** Developed a **4-year plan** to drive growth, acquisition, and monetisation, aligned with product vision and strategy to inform feature prioritisation and roadmap decisions.
  - **Prototyping & AI Tools:** Leveraged LLM-based prototyping tools (**Lovable AI, Stitch**) to accelerate design workflows and improve ideation efficiency during early-stage prototyping.
  - **Validation:** Conducted **user surveys (n=17)**, **interviews (n=5)**, and Figma wireframe testing to validate problem–solution fit and product–market fit, informing MVP prioritisation and design direction.
  - **Technical Development:** Building an MVP of a Progressive Web App using NodeJS, OCR, and CoPilot.

##### Advancing Animal Welfare in Laois | University College Dublin, Dublin | May 2025 to Aug 2025

- *Partnered with an Irish animal rescue to design a digital solution that can facilitate the rescue and rehabilitation of cats in a decentralised network of volunteers and fosters. Applied the **5-stage Stanford design process**.*
  - **Product Discovery:** Conducted user interviews (**n=5**), a diary study (**n=3**), a survey (**n=17**), and an observation study at an animal shelter to gather insights regarding information management and distributed networks.
  - **Ideation:** Incorporated first principles thinking with frameworks like the 5 Whys and How Might We.
  - **Prototyping:** Prototyped a mobile app on Figma, leveraging speech transcription and form extraction to enhance data capture efficiency during field operations, like Trap-Neuter-Return activities and fostering.
  - **User feedback:** Conducted a task-based usability test and a focus group (**n=5**) study for feedback.

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#### Skills

Product Development, SDLC, Wireframing, User Flow, UI/UC, Analytics, Creating Business & Product Requirement Document, Attention to Detail, JavaScript, Python, NodeJS, SQL, Google Cloud, Scrum, Agile, JIRA, Usability testing, API enablement, QA, Kanban, Agile, Figma, CoPilot, ChatGPT, BigQuery, LookerStudio, Python, R, SQL.