Mridula Ganesan

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EDUCATION

Duke University, *Masters, Engineering Management,* **CGPA:** 3.75/4.0 — Aug 2024 - Dec 2025
Coursework: Managing AI in Business, Product Management, Marketing, Designing customer experience, Project Management
Awards: 2nd runner-up in the Society Centred AI – Duke responsible for developing the most innovative & feasible solution.
Secured 2nd place in Duke Product Management Club's Product Design Competition by delivering a user-centric solution.

SASTRA Deemed University, *B.Tech, Biotechnology,* **CGPA:** 3.77/4.0 — Aug 2019 - Jul 2023
Coursework: Product Marketing, Python, Industrial Management
Awards: Recognized among the top 5 projects out of 200 students for developing a Graph CNN-based model to detect COVID19, demonstrating strong analytical and machine learning expertise.

SKILLS

Technical: Smartsheet, Google Analytics, Power BI, Python, SQL, Canva, Figma, Kanban, Hubspot, Waterfall, Asana, Trello, G-Suite, Salesforce, ServiceNow, Visio, Adobe Creative Suite, SAP Analytics Cloud, Data Warehousing, Microsoft Power Automate.

Management: Stakeholder management, Agile and Scrum Methodologies (Certified Scrum Master – CSM), Change Management, Lean Thinking, Performance Monitoring, Software Development Lifecycle, Feasibility Analysis.

Product: Product Strategy, Road mapping, GTM Strategy, User Research, Market Analysis, User Acceptance Criteria.

Data: Looker, Tableau, Atlassian (Confluence, JIRA), Microsoft Office (Power BI, Excel, Word, PowerPoint, SharePoint).

Business & Strategy: Competitive Benchmarking, Business Process Optimization, Pricing Strategies, Customer Journey Mapping, Growth Hacking, Product-Market Fit, KPI Development.

WORK EXPERIENCE

Student Product Manager, Uro1Medical – USA — Aug 2024 - Feb 2025
- Supported A/B test execution and analysis to validate product hypotheses, leveraging customer feedback and industry insights.
- Refined GTM strategy and product dashboards using 2 years of competitor data, boosting trend visibility and market positioning.
- Found AI-led experience gaps through user journey mapping & product insight analysis, driving a 15% boost in product adoption.

Product Strategy Analyst, The Math Company – India — Apr 2023 - Jul 2024
- Spearheaded feature enhancements for a project management SaaS platform by preparing PRD documentation, partnering with QA on defects, and integrating AI/ML to cut processing time by 20%.
- Orchestrated cross-functional collaboration (Engineering, Product, Marketing and Sales) using agile methods to refine AI solutions, drive seamless product iterations, align messaging with user needs and create data-backed pitch decks.
- Optimized product operations by identifying UX pain points through trend analysis and feedback loops, informing quarterly roadmaps and achieving a 20% improvement in user satisfaction scores.
- Revamped Tableau dashboards and performed data analysis to surface key insights for strategic reviews, strengthening leadership decision-making and contributing to a 15% boost in employee retention metrics.

Business Analyst Intern, The Math Company – India — Jan 2023 - Apr 2023
- Built end-to-end analytics solutions with self-service Tableau dashboards, Python/SQL pipelines, and XGBoost models, following coding best practices and version control conventions to ensure scalable development and boost user experience by 15%.

PROJECTS

ThinkSync - AI-powered EdTech Device - USA — Oct 2024 - Mar 2025
- Built an AI-powered mobile tool to reduce cognitive load, helping students focus on higher-order thinking by automating tasks.
- Labeled student interaction data and categorized learning behaviors to train the NLP model, while using Figma and user research to design clear, explainable features, resulting in a 12% profit increase.
- Iterated on prompt structures to improve NLP clarity and relevance, optimizing content delivery and boosting student engagement.

LEADERSHIP EXPERIENCE

- **Founder, Duke Society of Product Engineers (DSPE) Chapter:** Directed the planning and execution of 5 industry networking events connecting 500 graduate students, coordinating with professionals to guarantee seamless execution, with plans to expand outreach to undergraduates for further growth.
- **Teaching Assistant, Designing Customer Experience:** Provided technical support, coding assistance, and constructive feedback for the Designing Customer Experience course, supporting 300+ students.