

# Mitaali Dayal

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## EDUCATION

Dallas Baptist University, MS in Ethical AI and Strategic Decision Sciences	Dec 2027
The University of Texas at Dallas, MS in Management Science - Product Management + Business Analytics	May 2024
Amity University Rajasthan, India, Bachelor of Technology in Computer Science	Jun 2022

## EXPERIENCE

<b>Paradigm Senior Services</b>	<b>Miami, FL</b>
Product Enablement Engineer (Data Strategist)	Dec 2024 - Oct 2025

- Engineered data-driven product roadmaps by analyzing HubSpot CRM pipeline data to identify 20+ operational bottlenecks, translating user needs into Figma wireframes, product requirements, roadmap inputs and prioritized backlog items.
- Partnered with Operations stakeholders to automate invoice workflows by delivering internal products (Account Review, Email Automation); collaborated through user stories, release planning, and acceptance criteria, reducing average processing time by ~96%, achieving full adoption and saving 15,000+ hours annually (~\$320K impact).
- Led continuous iteration and optimization by incorporating user feedback and post-launch metrics, resolving performance constraints through SQL optimization and Python time-complexity improvements; reduced runtime by 53% and scaled account reviews to 150+ providers.
- Owned the end-to-end product lifecycle for a client-facing VA Timesheet Generator by defining requirements, coordinating development, and launching automated PDF reporting, reducing client operational costs by ~\$300/month.

<b>CommoditEdge</b>	<b>Dallas, TX</b>
Product Data Analyst	Jan 2024 - May 2024

- Coordinated a 9-member cross-functional team across engineering, research, and strategy, improving project delivery timelines by 20% and ensuring stakeholder adoption of recommendations.
- Defined product requirements with stakeholders and built ETL workflows in Python/SQL, generating dashboards that forecasted a 7% market share opportunity in the solar battery charger market.
- Analyzed SQL datasets to inform go-to-market strategy, identifying 4 high-potential provinces for market entry and directly shaping product rollout recommendations.

<b>Hyosung Innovue Americas</b>	<b>Irving, TX</b>
Product Data Analyst Intern	Jun 2023 - Aug 2023

- Processed 10M+ rows of raw US census data with Power Query to collect data for demographic and geographic analysis.
- Enabled product positioning decisions by developing Tableau dashboards and Excel models using company KPIs and metrics, analyzing ATM usage patterns across 330M+ US residents, enabling more precise profiling for product strategy.
- Influenced ATM placement strategy by presenting transaction-per-capita insights to stakeholders, directly guiding optimal network expansion; recommendations supported 100+ new ATM deployments and improved market coverage in 5 regions.

## PROJECTS

<b>Virtual Reality (New Product Development)</b> <a href="#">Link</a>	Jan 2024 - May 2024
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- Evaluated Apple Vision Pro vs. Microsoft HoloLens for product positioning, providing recommendations for market expansion and bundling strategies
- Devised market penetration strategies to boost Microsoft HoloLens adoption across B2B and B2C sectors

<b>Instagram Caption Assistant (Winner of Figma Design Challenge at UTD)</b> <a href="#">Link</a>	Apr 2024 - Apr 2024
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- Designed AI-driven caption assistant prototype in Figma that analyzes uploaded images and generates caption ideas
- Led user-centric design for category filtering and font styling, ensuring seamless integration into Instagram's UI

<b>LinkedIn Learning (Digital Product Management)</b> <a href="#">Link</a>	Oct 2023 - Dec 2023
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- Developed a rewards system for LinkedIn Learning, boosting engagement with points tracking and certification badges
- Conducted market research and created user personas, guiding new feature development for personalized scheduling

## TECHNICAL SKILLS

**Technical Skills:** Python, R, SQL, MSSQL, MySQL, Mongo DB, Tableau, Power BI, Power Query, Advanced Excel, Google Analytics (GA4), Streamlit, Amazon Web Services (AWS), Microsoft Azure, HubSpot CRM, GitHub

**Product Skills:** Customer Journey Mapping, Product Development Lifecycle, Product Discovery, Agile Methodologies, A/B Testing, Feature Prioritization, Stakeholder Management, Figma, Jira, Linear, Trello, Confluence, Notion