

Hello:

As a Tech Professional and Computer Science graduate from the University of Michigan, it is a goal of mine to apply myself toward meaningful real-world experiences that go along the lines of my major and my passions. I would like to follow through with my understanding of how product management functions on a broader scale and further my technical skillset so that I can help a wider net of people and organizations alike. That said, I hope my career can prepare me with the experiences necessary to become a critical thinker, creator, and overall leader. However, it is essential that I start building a foundation in my next environment to not only gain practice but also meet like-minded individuals with whom I can grow alongside.

There are a few experiences I have undergone that I feel showcase my candidacy to be in your product management program. Firstly, my innate drive to create and build meaningfully has always been a part of my identity and has carried me to great heights. This last summer, for example, I co-launched a Food Recipe app on the Google Play Store. A friend and I noticed the repetitiveness of how people go about learning new cuisines and thought we'd incorporate our own spin on the process using everything we had learned from our degree. We started off creating mock designs and wireframes on Adobe XD, a product roadmap, conducted continuous user surveys, interviews, and testing, developed using React Native (a framework of Javascript) under an Expo environment, and executed marketing and advertising campaigns through Facebook advertising. The entire process was a challenge: utilizing many concepts we had learned in our previous four years of education and extracurriculars. However, the outcome definitely evolved my understanding of how to build meaningfully including iterative development cycles and all the advantages of pair programming, but also what it means to gather others' thoughts and utilize them to improve one's product.

Building a product in an open environment is slightly different from building one in a corporate one as I've come to learn. During my ongoing time at IBM, a few coworkers and I have taken the initiative to build out an internal Watson Assistant chatbot to help tech sellers in our department. A large part of their job is being the SME in their niche. However, new questions arise in every client call, and because we as humans generally need to go back to review material we might have forgotten, or find out how to go about new concepts, the navigation around IBM's documentation and resource databases can be quite a handful to take on constantly. We thought, "Why not simplify this logistical struggle by having a one-stop virtual assistant you can ask all of your questions from, using our own in-built technology?" Since beginning our journey, we've built out the chatbot, formulated around 50 conversation flows for the question bank, and deployed a test version of this product to 15 individuals across our department to gain feedback. After doing so, my co-product owner and I proposed this concept to upper management to gain the approval and support to build this tool out extensively. We are currently in the stage of adding new categories to our conversation flows to make the chatbot more useable for a variety of use cases. I've learned that in a corporate environment, another element to developing a product other than creativity and testing is articulating business value. I feel that this is another skill I have started to become adept in throughout this project. IBM has allowed me to pursue my passion for product educationally as well. My certifications have familiarized me with concepts such as how to improve competitiveness and business performance for products to have a dialogue across different supporting product teams, the Product Management Wheel, Agile values, principles, and practices, how to scale a product through Digital Channels, expansive Ecosystems, and a value-based Service Delivery strategies, and much more.

Through these multiple experiences, I feel that I have a strong foundation to become a technical leader and navigator within your organization. However, I also seek an incubative environment to hone my skills and further myself. I would love to chat to discuss any of my past experiences or beyond. Feel free to reach out at rameshpr@umich.edu so we can coordinate accordingly. Thank you for your time and consideration.

Sincerely,

Pranav Ramesh