Aditi Singh

Associate Product Manager
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Aspiring Product Quality Analyst with a focus on transitioning to a Product Management role, bringing analytical skills, attention to detail, and strong problem-solving capabilities to drive successful product development and process improvement.

EXPERIENCE

Keka HR - SAAS HRMS, Hyderabad — Product Quality Analyst
January 2022 - PRESENT (2 yrs)

- Directed initiatives for Core HR, Leave, and Attendance modules in KEKA HRMS, showcasing proficiency in product performance analysis through Manual and Mobile App Testing.Implemented a remote clock-in feature, enhancing attendance tracking and driving significant 20% increase in customer engagement, leading to a notable revenue growth.
- Spearheaded performance testing for Keka Mobile App, ensuring quality standards and cross-functional collaboration. Also, identified product gaps, leading agile-driven development and launch for a new app, resulting in a 20% increase in user engagement and a 15% improvement in app store ratings.
- Led Leave & Attendance Module, increasing usage by 45%, achieving a 20% upsell, and successfully reducing support tickets from 1200 to 200, while also managing feature handoff and conducting comprehensive research and analysis for informed development.
- Conducted comprehensive quality assessments with a focus on product analytics, identified and rectified process inefficiencies, resulting in a notable 35% improvement in overall product quality.
- Contributed to a 20% increase in customer satisfaction through active analysis of user feedback, collaborating with cross-functional teams, and addressing development requests. Prioritized seamless integration of new features using product analytics for a smoother user experience.
- Demonstrated strong knowledge of product analytics methodologies within the context of SDLC, STLC, and Bug Life Cycle, along with valuable experience in client interactions, representing the product analytics team in requirement reviews and brainstorming sessions.
- Led a team in implementing product analytics-driven streamlined testing processes, successfully reducing product release timelines by 10%.
- Completed UAT, ensuring rigorous testing and user validation.
- Prepared detailed product analytics-driven Test Scenarios, designed Test Cases, and reviewed them comprehensively to cover all possible performance scenarios. Managed Documentation needs for the product, ranging from User Journeys, PRDs, Feature/User Stories to Product Release Note.
- Engaged in sprint planning, review, and retrospective meetings within the agile process. Conducted daily Scrum Meetings to discuss feature progress reports, playing a key role in agile ceremonies to ensure effective product management.

EDUCATION

Institute Of Technical Education & Research — B.Tech. (CSE)
Year of Pass - June 2022 , CGPA-8.76
ODM Public School —Intermediate (CBSE)
Year of Pass - May 2018, Percentage-80.4%
Bethany Convent School —Matriculation (ICSE)
Year of Pass - May 2016, Percentage-91.3%

SKILLS

- Prioritization, Documentation, Prototyping, Impact mapping, Funnel and Cohort analysis, Product Teardown, User Research, Data Analysis, GTM Strategy, Product Roadmapping
- Proficient in Manual, UI, A/B, Beta, Data Migration, Usability, Compatibility, Smoke, Feature, Black Box, Regression, Localization, Hoffman Box, Ad-hoc, Integration, UAT, Sanity, System, and Feature & Functional Testing.
- Product focused Test Case design and execution
- Issue resolution and troubleshooting, Customer support and satisfaction, Analytical Problem Solving, Quality Assurance, Strong attention to detail, Continuous Product improvement.
- Mindmapping
- Developing and Designing Wireframes.
- Worked on Azure Devops, Notion, Figma, Canva, Pitch, Whimsical.
- SQL.
- Basic idea On Machine Learning

AWARDS

Recognized as a **"Road Runner"** at Keka for demonstrating initiative, ownership, and leadership in successfully developing key product features.

CERTIFICATIONS

- **Product Management Essentials (University of Maryland)** by Coursera
- **Top Fellow- Product Manager Fellowship** by Next Leap.

INTERESTS

- Art & Craft
- Dance
- Fitness
- Traveling
- Badminton

LANGUAGE

English, Hindi