Cherry Mathew Roy

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Innovative product manager and design enthusiast dedicated to building user-centric solutions through data-driven decision-making. I strive to lead cross-functional teams to drive growth via business strategy, product roadmaps, user research, and AI & ML innovation.

EDUCATION

Master of Science in Computer Science (Technology Innovation) | University of Washington — Sep '24 – Mar '26
Bachelor of Technology in Mechanical Engineering | APJ Abdul Kalam Technological University — Aug '16 – May '20

WORK EXPERIENCE

Product Manager & Business Strategist | Cre8ive Nudge — Apr '23 – Sep '24

- **Business Growth & Monetization Strategy:** Founded and scaled the digital agency offering UX and product design, UX consulting, design strategy, and development services, driving a 300% increase in client conversions within six months.
- **AI-Driven Decision Making:** Led user research and competitor analysis leveraging AI-powered analytics to provide actionable insights that optimized stakeholder decision-making and enhanced product-market fit.
- **Cross-Functional Execution:** Managed multi-disciplinary teams across design, engineering, and marketing, ensuring seamless collaboration and achieving a 95% stakeholder satisfaction rate.
- **Revenue Impact & Client Retention:** Defined end-to-end business and design strategies, resulting in INR 1.55 Million projected revenue growth till 2026 and fostering long-term client partnerships.

Growth & Product Analyst | Magnasoft Consulting India Pvt. Ltd. — Dec '21 – Feb '23

- **Market Research & Lead Generation:** Conducted competitive analysis and market research, qualifying 150+ leads and optimizing campaigns to achieve a 10% conversion rate, boosting website traffic by 35%.
- **Data-Driven Growth Strategy:** Developed insight-driven client pitches, driving 20% new business growth and reactivating six key accounts, while maintaining 85% client satisfaction.
- **Brand & Content Optimization:** Led content strategy and outreach initiatives, increasing engagement by 40% and strengthening brand visibility across digital platforms.

Program Manager | National Health Mission - Government of Kerala — Jun '20 – Dec '20

- **Process Automation & Efficiency:** Led a 50-member team to implement a digital workflow system, reducing data entry errors by 25%, cutting training time by 40%, and achieving 98% real-time reporting accuracy by consolidating critical databases.
- **System Migration & UX Optimization:** Migrated 10,000+ COVID patient records to a centralized platform, improving data accessibility for 150+ facilities. Redesigned UI workflows, boosting data processing speed by 30% and enhancing district-wide reporting efficiency.
- **Cross-Functional Leadership:** Collaborated with government officials, healthcare staff, and IT teams to drive digital adoption, ensuring seamless integration of the new system and improved operational efficiency across medical facilities.

PROJECTS

DynamEye: AI - Powered Navigation Glasses for the Visually Impaired - Product Development & Manager — Dec '24 – Present

- Designing an AI-powered assistive device to improve mobility and independence for individuals with Retinitis Pigmentosa.
- Leading the product development, user testing, and go-to-market strategy to make the smart glasses affordable and accessible.
- Collaboration with industry experts to integrate dynamic zoom, autofocus, and real-time navigation through reinforcement learning.

TerrAI: Semantic Command Line Interface Tool - Product Design & Manager — Nov '24 – Dec '24

- Owned end-to-end product design NLP-based CLI tool designed to simplify system monitoring through natural language processing.
- Defined product requirements & success metrics, conducted user research with 50+ system administrators achieving 93% accuracy.
- Implemented user feedback loop resulting in addition of 15 new features based on customer needs for system monitoring.

Cre8ive Nudge: Digital Product & Design Consultancy - Founder Product Designer & Manager — Apr '23 – Sep '24

- Led product development for web and mobile apps, defining roadmaps, analyzing competitors, and research to enhance engagement.
- Implemented UX research methods to optimize design, conduct usability tests, refine prototypes, and improve customer satisfaction.
- Developed branding strategies, leveraging design systems, content architecture, and marketing to boost visibility and acquisition.

SKILLS AND ADDITIONAL INFORMATION

Product Management & Strategy: Product Roadmapping, Product Strategy, Business Strategy, Market Analysis, Customer Research, Product Requirements (PRDs), OKRs & KPIs, Launch Strategies, Problem-Solving, Cross-Functional Collaboration, 3D Printing
Agile & Project Management: Agile & Scrum Methodologies, Sprint Planning, Sprint Execution, Process Optimization, Risk Management, Stakeholder Communication, A/B Testing, User Stories, Jira, Monday, Miro, ProdPad, Confluence, PowerPoint, MS Office Suite
Software Development, AI, Machine Learning & Data Analytics: : Python (NumPy, Pandas), Java, HTML, CSS, JavaScript (ES6+), C, C++, Reinforcement Learning, NLP, Predictive Analytics, AI-Powered Decision Making, Machine Learning (PyTorch, TensorFlow)
User Experience, Design & Prototyping: Design Thinking, Wireframing, User Research, Figma, Adobe Creative Suite, Autodesk Fusion 360
Certification: Certificate in Advanced UI/UX Design - Karwaan School of Design - Jun '23