RICHA RANJAN

Santa Clara, CA | richaa.ranjann@gmail.com | (603) 349-1675 | LinkedIn | Portfolio Website

WORK EXPERIENCE

Product Manager Intern - AI Search | ServiceNow, Santa Clara, CA   *Jun 2024 - Sep 2024*

- Gathered qualitative and quantitative feedback from early adopters and deactivators of Now Assist in AI Search to understand their motivations and pain points and solicited insights to inform 3 product roadmap recommendations
- Evaluated self-service user journeys and created a PRD to measure search deflection, enabling value realization
- Developed centralized documentation of top-level quality evaluation metrics to standardize success measurement across release cycles, enhancing leadership's visibility into the quality of AI Search capabilities

Product Manager | DALI Labs, Hanover, NH   *Sep 2023 - Jun 2024*

- Led a team of 8 to launch a 0-to-1 AI chatbot MVP, "Greta," powered by GPT-4, to enhance audience engagement and revolutionize storytelling experience for Northern Stage Theater, achieving 55% user satisfaction post-launch
- Orchestrated a team of 4 developers and 3 designers, transformed partner vision into feature specifications, articulated scope, and embedded gamification to augment the energy kiosk experience, increasing average session duration by 97%
- Partnered with IT department to define target personas and user needs, refined UI library components, and performed A/B tests to enhance accessibility, improving user experience of 6.3K students and boosting engagement by 1.5x

Software Engineer | Shell, Bengaluru, India   *Sep 2020 - Aug 2023*

- Spearheaded impact assessment for Workday's bi-annual feature releases, strategically prioritized tasks, and applied agile methodologies to facilitate build-through release, leading to a 20% reduction in incidents post-launch
- Collaborated with 6 cross-functional multi-national teams to identify automation opportunities, defined requirements, streamlined execution, and conducted usability tests, saving ~1.5k hours of manual effort annually
- Identified friction points in the data anonymization workflow and revamped the process, saving $34k annually
- Awarded VP CIO Award for conceptualizing, building, and delivering an automated employment verification letter generation tool, increasing adoption and optimizing turnaround time from 3 days to a few seconds

Student Trainee | Mercedes-Benz, Bengaluru, India   *Dec 2019 - May 2020*

- Designed a real-time monitoring dashboard to track system performance metrics, reducing instance downtime by 60%

EDUCATION

Dartmouth College, Hanover, NH   *Sep 2023 - Nov 2024*
Master of Engineering Management | Thayer Scholarship Recipient
- **Courses:** Marketing, Creating Winning Products, Brand Strategy, Data Analytics, Machine Learning, AI for Managers
- **Teaching Assistant:** Technical Project Management, Technology Assessment, Statistics

Vellore Institute of Technology, Tamil Nadu, India   *Jul 2016 - Jun 2020*
Bachelor of Technology in Computer Science and Engineering

PROJECTS

Capgemini Invent: Strategic Analysis of OpenAI's GPT Store Platform | Student Consultant   *Sep 2024 - Nov 2024*

- Analyzed GPT store landscape, identified key challenges in monetization, discoverability, and user engagement, and recommended strategic improvements to enhance platform growth and ecosystem value

Halcyon: Building an AI Energy Expert Copilot | Student Consultant   *Mar 2024 - Jun 2024*

- Labeled responses and crafted exemplary answers to build a golden dataset for fine-tuning LLMs on the Halcyon platform, boosting response accuracy by 40% and enabling terse responses

Alarm.com: Protocol Evaluation and Recommendation | Project Manager   *Sep 2023 - Nov 2023*

- Evaluated 8 emerging home automation protocols using a decision matrix, performed cost-benefit analysis to prioritize one, and proposed a 5-year growth and international market expansion strategy to key stakeholders

Bumble: Increase Average Revenue per User (ARPU) (Project Spec) | NextLeap PM Fellow   *Apr 2023 - Jun 2023*

- Determined business and product KPIs impacting ARPU, generated hypotheses, validated findings through customer interviews, ideated and wireframed solutions to drive revenue growth, and presented actionable insights to stakeholders

SKILLS & CERTIFICATIONS

Product Skills: User Segmentation, Market Research, Competitive Analysis, Go-to-Market Strategy, Roadmapping, Prototyping, User Acceptance Test, Software Development Lifecycle Management, Risk Assessment

Technical Skills: Tableau, PowerBI, MySQL (LeetCode), Python, Java, HTML, R, CSS, Figma, Notion, Excel, JIRA

Interests: Snowboarding, Zumba, Adventure Activities, Painting, Swimming