Rishitha Raj

Program Manager | Bengaluru
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Professional Summary

Program Manager with 12+ years of experience driving SaaS and design operations across fintech, crypto, and B2B services. Skilled in building scalable onboarding playbooks, customer lifecycle programs, and cross-functional execution frameworks. Proven expertise in accelerating time-to-value, improving retention metrics, and enabling data-driven decision-making through BI dashboards and workflow automation. Adept at aligning CX, Product, and RevOps teams to deliver seamless customer experiences at scale. Certified Scrum Master with strong grounding in Agile, Design Thinking, and operational excellence.

Experience

Program Manager – Product/Fintech
Converj Global Private Ltd | *Sep 2023 – Jan 2025*

- Designed and operationalized onboarding journeys for banks and corporates, reducing integration time by 25% and accelerating time-to-value for customers across India, US, and EMEA.
- Built and scaled customer engagement playbooks for onboarding, adoption, and retention, ensuring consistency across a 35+ member SaaS delivery team.
- Drove cross-functional collaboration between Product, CX, and Engineering to streamline 3rd-party integrations, improving customer adoption rates.
- Established structured operating rhythms (reviews, retros, stand-ups), improving accountability and throughput across distributed teams.
- Leveraged AI-powered tools (ChatGPT, automation frameworks) to optimize workflows, saving 20% effort in reporting and customer onboarding documentation.

Project Management Consultant – Crypto
BrahmaFi | *Jul 2023 – Aug 2023*

- Established structured project and onboarding frameworks that cut project delays by 30% and improved stakeholder visibility.
- Implemented tools (Notion, Linear) for tracking lifecycle progress and customer communication, increasing adoption efficiency by 25%.
- Designed standardized templates and engagement guidelines, ensuring consistent delivery across customer onboarding phases.

Senior Program Manager – Design
Redbaton Designs | *Oct 2021 – Jun 2023*

- Created scalable delivery pipelines and lifecycle playbooks for UX teams, standardizing onboarding checkpoints, stakeholder engagement, and reviews—boosting team velocity by 25%.
- Partnered with Sales, Product, and Customer Success teams to design and implement client onboarding frameworks, improving early engagement and long-term retention.
- Managed a portfolio of 20+ enterprise projects ($110M+), improving customer satisfaction and repeat business while aligning delivery with business outcomes.
- Tracked key lifecycle metrics (delivery timelines, engagement velocity, retention indicators) and fed insights into leadership reviews.

Senior Project Manager – Design
NetBramha Studios | *Apr 2021 – Sep 2021*

- Managed a portfolio of 10+ projects ($5M+) achieving on-time and on-budget delivery.
- Led project risk management, kick-offs, and retrospectives while ensuring alignment with stakeholders.
- Developed and implemented project processes and tools to improve efficiency and delivery quality by 30%.

Product Manager – SaaS Apps & Plugins
Flyingloop Technologies | *Sep 2018 – Dec 2019*

- Defined product requirements and user stories while prioritizing features to maximize customer adoption.
- Collaborated with marketing for product positioning, increasing sales by 30%.
- Introduced Agile Scrum practices across departments, improving delivery productivity by 30%.
- Migrated backlog management to Jira, reducing manual processes by 50% and enabling real-time tracking.

Sr. Coordinator – IT Projects (UI/UX & Engineering)
Acodez IT Solutions | *Feb 2016 – Aug 2018*

- Managed international projects with ticket sizes over ₹25 lakh, ensuring quality and repeat business.
- Mentored junior project coordinators and established structured workflows, improving delivery efficiency.
- Increased recurring customer base by 70% through proactive engagement and quality delivery.

Head – Corporate Communication, IT Projects
Alisons Infomatics Pvt Ltd | *Oct 2011 – Jan 2015*

- Oversaw the full project lifecycle from sales to closure, bridging communication between clients and internal teams.
- Increased sales 3x in Mobile Applications by improving stakeholder engagement.
- Reduced acquisition costs by strengthening relationships with recurring clients.

Education
B.Tech in Computer Science & Engineering – Kannur University

Certifications

Certified Scrum Master – Scrum Alliance (2019-2023)
Fundamentals of Predictive Project Management
Fundamentals of Agile Project Management
IBM Design Thinking Practitioner *(Pursuing)*
Data Science with Gen AI – Illinois Tech *(Pursuing)*

Skills

Program & Lifecycle Management | Customer Onboarding Journeys | Retention Interventions | Scalable Playbooks | Lifecycle KPIs Tracking | Data & BI Tools (Tableau, Power BI) | Agile Planning | Jira | Notion | Cross-Functional Alignment | Stakeholder Communication | Design Thinking | AI Integration into workflows | Team Leadership | Conflict Resolution