

UBBANI SAI KIRAN

+91 9182669041 • saikiranubbani@gmail.com

• <https://www.linkedin.com/in/ubbanisaikiran/> • <https://github.com/ubbanisaikiran>

SUMMARY

Results-driven software engineer and MBA from IIT ISM - Dhanbad with experience in cross-functional mobile development, marketing analytics, and strategic data analysis. Proven track record in optimizing performance, enhancing user experiences, and delivering actionable insights to drive business outcomes. Passionate about leveraging technology and data to solve complex problems and improve operational efficiency.

EDUCATION

Master of Business Administration July '23 - June '25

Indian Institute of Technology (ISM) | Dhanbad, Jharkhand

Bachelor of Technology, Computer Engineering July '17 - June '21

Indian Institute of Information Technology Design & Manufacturing | Kancheepuram, Tamil Nadu

PROFESSIONAL EXPERIENCE

Deep Trading Pvt Ltd, Marketing Intern May '24 - July '24

Contributed to strategic initiatives aimed at improving dealer satisfaction and loyalty for a ball-bearing trading firm, with a focus on proposing engagement solutions, identifying operational issues, and supporting lead generation activities.

- Engage Collaborated with a team of four professionals to plan and conduct structured interviews with a broad network of dealers, gathering qualitative insights into key operational challenges, service gaps, and engagement bottlenecks within the distribution ecosystem.
- Identified critical issues such as inconsistent commission models and pricing disparities, which were contributing to dealer dissatisfaction and competitor switching. Documented findings in structured reports and participated in stakeholder discussions to evaluate their impact.
- Co-developed proposals for a tier-based reward system aligned with dealer performance and regional growth, aiming to foster greater motivation and long-term retention. Actively participated in outlining the structure and discussing feasibility with internal teams.
- Suggested a quarterly incentive model featuring experience-based rewards like company-sponsored trips, with the goal of encouraging competitive performance and strengthening dealer relationships. Assisted in drafting initial concepts and potential execution plans.
- Contributed to defining KPIs to evaluate the effectiveness of proposed strategies, focusing on measurable metrics such as dealer retention rate, engagement frequency, and sales volume improvements post-implementation.
- Occasionally supported lead generation activities on a weekly basis, helping the marketing team identify and document prospective dealers through outreach and follow-ups, contributing to pipeline development.

Linkfields Innovations, Software Engineer Feb '22 - Jun '23

Delivered high-performance cross-platform mobile applications using React Native, enhancing user experience and aligning with business objectives.

- Developed and Engineered and maintained cross-platform mobile applications using React Native, delivering seamless performance and superior user experiences across both iOS and Android. Prioritized reliability and quality to address varied user needs effectively.
- Implemented Redux for streamlined state management, enhancing data flow consistency and boosting application scalability. This contributed to more predictable behaviors and easier code maintenance across development cycles.
- Utilized Redux Saga to efficiently handle asynchronous operations, including complex API integrations and real-time data synchronization. This significantly elevated application responsiveness and operational efficiency.
- Applied in-depth knowledge of React Native, Redux, and Redux Saga to architect resilient and scalable mobile solutions that aligned with user expectations and strategic business goals.
- Consistently delivered mobile applications with exceptional functionality and user experience, showcasing strong technical proficiency and a commitment to delivering results that meet both technical and organizational objectives.

CERTIFICATIONS

- Lean Six Sigma Green Belt by **KPMG**
- Digital Marketing Certification by **Google**

Product Management by Great Learning (May '25 - Present)

A 4-week program in product management that encompasses a diverse set of PM skills and portfolio building through online sessions with Senior PM's

- Developing a PRD to **enhance customer engagement for Taabi Mobility Ltd.**

KEY SKILLS & TOOLS

Jira | Tableau | Excel | Figma | Canva | Python | SQL | Power BI | Adobe Creative Suite | Android Studio | Git | JavaScript | React Native | React.js.
Business & Analytical: Data Analysis | Market Research | Campaign Planning | Content Marketing & Strategy | Product Positioning | Social Media Marketing | Sentiment Analysis | Consumer Behaviour Analysis | Customer Insights | User Research | User Segmentation.

PROJECTS

Next-Gen Fire Safety System for Scalable Risk Management and Compliance (Sept '24 – Nov '24)

The Smart Fire Safety System presents a scalable B2B solution that generates revenue through a hybrid model of hardware installation, SaaS-based monitoring, and enterprise licensing, targeting high-risk infrastructures seeking real-time detection, compliance, and intelligent evacuation planning.

Strategic Analysis of Psychological Contracts and Their Impact on Employee Satisfaction (MBA '25)

Conducted a data-driven study using survey-based analysis to evaluate how fulfilling psychological contracts influences job satisfaction, identifying actionable HR insights to improve employee engagement, retention, and organizational performance.