

SHRADDHA SARAF

shraddhasrf@gmail.com | +1-480 953 8902 | <https://www.linkedin.com/in/shraddhasaraf/>

SUMMARY

Data-driven Product Manager with 6+ years of experience in **AI strategy**, revenue growth, and product monetization. Proven ability to develop and execute pricing strategies, optimize subscription models, and drive revenue through experimentation, A/B testing, and data-driven insights. Strong collaboration with engineering, design, and marketing to implement high-impact revenue features

PROFESSIONAL EXPERIENCE

Intern Business Analyst

Jan'25

– Present

New Grid Consulting

USA

- **Spearheaded the end-to-end development** of an **AI-powered time series forecasting** solution for ERCOT's day-ahead market, predicting energy prices at 15-minute intervals for 168 hours, enabling energy trading optimization
- Led product design and deployment across API, cloud storage, and a user interface, ensuring seamless daily data ingestion, model execution, and stakeholder access to forecasts
- Drove business analytics to quantify financial impact, **uncovering \$1.5M+ in potential annual profit gains**, while aligning technical deliverables with stakeholder needs across data science, engineering, and energy operations teams

Product Manager

Oct'24

– Dec'25

SeeMe

USA

- Designed pricing strategies for AI-powered personalization features, **increasing revenue by 15%**
- Led monetization experiments, optimizing freemium to premium conversion, resulting in a **30% increase in paid users**
- Developed A/B tests on pricing models, refining revenue optimization strategies
- Built SQL-based revenue dashboards, improving data-driven decision-making on pricing and customer lifetime value
- Partnered with growth and marketing teams to drive acquisition and retention through revenue-focused experiments

Founder & CEO

Jul'21

– Aug'23

BluePandaJobs

India

- Built a B2B hiring platform that streamlined recruitment for enterprise clients
- Conducted market research and competitive analysis to optimize product positioning and growth strategies

- Strategically improved processes to place **182 candidates in suitable jobs**, enhancing client and candidate satisfaction

SDET

Mar'20

– Jun'21

Mitrtech

India

- Managed compliance and risk management software for clients including BlackRock, Shell, and Electronic Arts
- Enhanced product quality and **improved delivery time by 25%** through data-driven optimizations
- Led strategic initiatives to streamline processes, ensuring higher product efficiency and adoption
- Developed data-driven automation frameworks, **reducing manual testing efforts by 90%**

Consultant

Jan'16 – Feb'20

Deloitte USI Consulting

India

- Delivered technical consulting in design, integration, testing, training, and analytics across multiple sectors, including Healthcare, Banking, and Governance
- Delivered data-driven consulting solutions for clients, including Medicaid Enterprise Systems, Eli Lilly, ING, and J&J
- Developed ETL pipelines & automated dashboards, **improving data insights by 80%**
- Developed automated analytics dashboards, **reducing data processing time by 80%** and improving analytics efficiency
- Led workshops with clients to implement data-driven strategies, increasing stakeholder engagement
- Developed solutions that helped ING Australia gain **AU \$295 million and 163,000 new customers**
- Designed automation frameworks, improving efficiency and **reducing manual effort by 90%**

EDUCATION

W. P. Carey School of Business at Arizona State University

May'25

Master of Science, Business Analytics

USA

SRM University
May'15
Bachelor of Technology, Software Engineering
India

SKILLS & ACTIVITIES

- **Languages:** Python, C#, .NET Framework 4.5, Java, C++
- **Product Management:** Agile, Sprint Planning, Growth Metrics, A/B Testing, Freemium Strategy, GTM Planning, Cohort Analysis
- **Machine Learning:** Scikit-Learn, TensorFlow, XGBoost, NLP, Time Series Forecasting, LLMs, Generative AI
- **Database & Tools:** SQL, Tableau, JIRA, Figma, Talend, Data Visualization
- **Relevant Courses:** Data Analytics, Machine Learning, Natural Language Processing, Data Structures, DBMS
- **Certification:** Introduction to Python (2024)
- Awarded 4 Spot and 1 Applause awards for exceptional performance during my term in Deloitte
- Recognized as a Star Performer for outstanding contribution in AstraZeneca

Project Details

July'21- Dec'22: Owner- BluePandaJobs

Project:	
Project Title:	BluePandaJobs
Description: It is an HR Consultancy. We had 50+ clients across various domains	
Client Domains: Manufacturing, IT, Retail, etc.	

June'21- Dec'22: Owner- Chatore

Project:	
Project Title:	Chatore
Description: It is a product company which offers different savouries from various parts of the country. The idea was to bring the make savories from all around the country. Making it available for all the users	

March 2020 - June'21: SDET

Project:	
Project Title:	Mitratesh's Compliance Manager (CMO) Web App
Responsibilities: Coming up with automation testing framework, making sure all stories are delivered with topmost quality by keeping all versions of application in sync, maintaining clean JIRA board for QA, demoing the deliverable and functionality to stakeholders, automating the stories of each sprint. Acting QA team lead while the QA lead was on maternity leave	
Description: It is a compliance software which is used by many renowned companies. It was a purely Agile Environment	
<ul style="list-style-type: none">• Managed compliance and risk management software for clients including BlackRock, Shell, and Electronic Arts• Enhanced product quality and improved delivery time by 25% through data-driven optimizations• Led strategic initiatives to streamline processes, ensuring higher product efficiency and adoption• Developed data-driven automation frameworks, reducing manual testing efforts by 90%	
Technologies used: Selenium, Jira, Sonar, Testrail and Testcity	

July 2018- March 2020: Automation Tester

Project:	
Project Title:	US Medicaid Enterprise Systems- Deloitte Strategy & Analytics

Responsibilities: Coming up with automation testing framework, making sure all stories are delivered with topmost quality by keeping all stakeholders (clients, QA members and developers along with 3rd party integrators) on same page, maintaining clean JIRA board for QA, demoing the deliverable and functionality to stakeholders, researching load testing frameworks.

- Enabled Deloitte generated a revenue of \$35 millions through this project
 - Streamlined manual processes, reducing effort from 8 days to 1 hour per monthly release through automation for Medicaid Enterprise Systems
 - Architected platforms that accelerated insurance claim processing for providers in the insurance industry
 - Built an automation framework which reduced the testing efforts
 - Identified and reported any underlying flaws in a large-scale system

Description: it is a Medicaid solution system for the US states. It was a purely Agile Environment

Technologies used: Selenium, Jira, MQ, IBM Data Studio, Soap UI, Unified Functional Testing

April 2018 – July 2018: Tester

Project:

Project Title:	Eli Lilly EPH- Deloitte Startegy & Analytics
----------------	---

Responsibilities: Manual testing of stories and tasks, generating test report to make sure all stories are testing properly , loading test and production data onto local database to perform delta runs, generating reports from Reltio System to make sure end to end data jobs and triggers are working fine, Coming up with test cases , linking them with stories and making sure that clients are satisfied with the type of testing done. Assisting clients in their UAT.

Description: EPH was a project where client wanted a single source of truth for all of their system and Reltio was selected as master database for same. This included compiling data from multiple source system on real time & aggregated basis onto master database. The data was It was a purely Agile Environment

- Showcased expertise in managing complex data scenarios and improving the ETL process and efficiency by 27%
 - Developed a mechanism to restructure over 10TB of data and employing tools like Tableau, Informatica MDM
 - Built an automation framework which reduced the testing efforts
 - Identified and reported any underlying flaws in a large-scale system

Technologies used: SQL, MySQL, Informatica MDM, Reltio, Salesforce.

Aug 2016 – March 2018: Automation Tester

Project:

Project Title:	ING Direct- Deloitte Digital
----------------	-------------------------------------

Responsibilities: My responsibilities in the team included Automation Testing. Building the automation framework along with other team members. Demoing the deliverables and functionalities to client after each sprint. Attending and sometimes organizing Sprint meetings. Maintaining clean TFS Board.

- Pioneered secure digital banking application (web, mobile, desktop) for ING Australia
 - Enabled ING Australia gain AU \$295 million in profit and 163,000 new customers
 - Built an automation framework which reduced the testing efforts
 - Identified and reported any underlying flaws in a large-scale system

Description: It is a secure banking website for ING which is developed using Java in back end and Polymer i front end. The test environment is built with Selenium in C# .Net technology. It was a purely Agile Environment

Technologies used: C#.Net, Selenium, SQL, Visual Studio

March 2016- June 2016: Back End Developer

Project:

Project Title:	Johnson & Johnson- Deloitte Strategy & Operations
----------------	---

Responsibilities: My responsibilities included developing enhancements in the data

Description: Converting raw data into useful and meaningful information method.
Developed ETL pipelines & automated dashboards for the client

Technologies used: C#.Net, Oracle DB, Visual Studio

Achievements & Rewards

- Awarded top performer award for my work in MES project in 2019-20
 - Awarded top performer award for my work in EPH project in 2018-19
 - Awarded top performer award for my work in ING project in 2017-18
 - Awarded with 4 Spot and 1 applause awards from multiple projects in Deloitte.
 - Awarded star performer in the training of AstraZeneca.
 - Have qualified and participated in multiple events like NCO, 'Jeu des Geeks'.
 - Conducted and Performed in various techno-cultural events at office.
-