

# Shraddha Saraf

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## SUMMARY

Product Manager with 5+ years of experience building data-driven products across finance, healthcare, and tech for both B2B and B2C users. I specialize in turning complex problems into clear, actionable solutions, whether that means launching new products from the ground up or optimizing internal tools. I lead cross-functional teams with a strong focus on user needs and data, delivering simple, impactful solutions that improve efficiency and drive measurable results.

## EXPERIENCE

### Product Consultant

Dec. 2024 – May 2025

*New Grid Consulting - ERCOT(Electric Reliability Council of Texas)*

*Texas, USA*

- Defined and communicated the product vision, strategy, and roadmap to stakeholders for an AI powered dashboard that forecasts real-time energy prices, enabling battery owners to bid smarter and boosting profits by over \$1.5M across hubs
- Collaborated with engineering and data teams of six to design data ingestion API workflows, prioritizing scalability and freshness, automating a 4-day manual process down to 5 minutes for over 1M+ rows of data, and maintaining 94% model accuracy

### Product Management Intern

Aug. 2024 – Dec. 2024

*SeeMe - Mental Health & Habit Tracking App*

*Arizona, USA*

- Led development of an AI-driven roadmap creation feature based on user-defined goals, shaped by market research, competitor analysis, and user feedback, boosting customer satisfaction and increasing engagement by 30%.
- Conducted usability and A/B testing, monitor KPIs on a real time dashboard (Power BI, SQL), improving product-market fit
- Streamlined product workflows using agile framework across design, engineering, and GTM teams reducing time-to-launch by 20%

### Founder & Product Strategist

Jul. 2021 – Aug. 2023

*BluePandaJobs*

*Bihar, India*

- Founded and built BluePandaJobs, designing the full recruitment workflow, lightweight platform, and communication systems to match 180+ candidates with employers across the blue-collar job market
- GTM strategy, user research, and feedback loops, growing job postings by 30% quarterly and placements by 20%, while managing a 4-member team handling marketing, onboarding, and operations

### Software Development Engineer

Mar. 2020 – Jun. 2021

*Mitratesh - CMO(Compliance Manager)*

*Telangana, India*

- Drove automation strategy, cutting manual testing by 90% and boosting release velocity by 25% through cross-team collaboration
- Aligned quality benchmarks and sprint goals with developers and PMs, improving defect triaging and resolution speed

### Consultant

Jan. 2016 – Feb. 2020

*Deloitte - Strategy & Analytics*

*Telangana, India*

- Defined workflow and analytics for a secure banking platform, driving AU \$295M in revenue and acquiring 163K new customers
- Partnered with product and client stakeholders in healthcare and financial industry, (J&J, Medicaid Enterprise Systems, Eli Lilly, and ING) to define success metrics, build ETL pipelines and dashboards that informed product strategy with high-quality analytics

## INITIATIVES

### Design Product Manager

Jun. 2025 – Present

*Hack for LA - Expunge Assist*

*California, USA*

- Defined MVP roadmap and streamlined creative workflows using GitHub and Figma, ran weekly syncs, and built onboarding systems, boosting design velocity, improving cross-functional alignment, and reducing ramp-up time by 40%.

## EDUCATION

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

Arizona, USA

*M.S. in Business Analytics (GPA: 4.0/4.0)*

*May 2025*

**SRM University**

Tamil Nadu, India

*B. Tech. in Software Engineering (GPA : 8.2/10.0)*

*May 2015*

## SKILLS & ACTIVITIES

**Skills:** Product Strategy, Roadmapping, Workflow Automation, Creative Asset Pipelines, Data-Driven Decision Making, A/B Testing, Metadata Modeling, Stakeholder Communication, Figma, Tableau, Streamlit, SQL, Python, Power BI, FastAPI, S3, Jira

**Interests:** Product-Led Growth, AI and Machine Learning, Generative AI, Monetization

- 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