Shraddha Saraf

USA | 480 953 8902 | shraddhasrf@gmail.com |Portfolio: Shraddha Saraf | LinkedIn: Shraddha Saraf

WORK EXPERIENCE

New Grid Consulting — **Texas, USA**
Technical Lead – ERCOT(Electric Reliability Council of Texas) — *Dec 2024 – May 2025*

- Built and deployed scalable ETL pipelines using FastAPI and Amazon S3, **reducing data ingestion time (1M+ rows) from 4 days to 5 minutes** significantly enhancing data freshness and developer efficiency
- **Led end-to-end development** of an AI-powered forecasting solution for the day-ahead energy market using Machine Learning models achieving **89% prediction accuracy**
- Gathered and refined product requirements in a **high-ambiguity environment**, converting evolving client needs into a technical roadmap driving stakeholder alignment and ensured timely delivery of key milestones
- Developed an interactive Streamlit interface and Tableau dashboards, incorporating AI summaries to explain model output **increasing user engagement by 15%**
- **Owned the end-to-end product lifecycle**, including documentation and release coordination delivering a turnkey solution adopted by market participants, contributing to **$1.5M+ in projected annual profit**

SeeMe — **Arizona, USA**
Product Manager – Mental Health & Habit Tracking App — *Oct 2024 – Dec 2024*

- **Drove 15% revenue growth** by implementing pricing strategies for AI-powered personalization **increasing feature uptake among paid users while enabling product-market fit and better user retention**
- **Increased paid user base by 30%** by optimizing the premium-to-freemium funnel through iterative **A/B testing**
- Built and maintained dashboards (Power BI, SQL) to track real-time revenue, churn, and LTV
- Streamlined product workflows across design, engineering, and GTM teams using Asana **reducing time-to-launch by 20%**

BluePandaJobs — **Bihar, India**
Founder & CEO — *Jul 2021 – Aug 2023*

- **Founded and scaled** a recruitment platform that placed **182+ candidates** across enterprise clients by identifying market gaps and tailoring solutions to industry hiring needs building trust and long-term relationships with high-value clients
- **Led end-to-end product development** using Airtable for workflow automation and low-code tools to build and iterate on MVPs reducing time-to-hire and improving recruiter efficiency
- Conducted detailed market analysis and implemented growth strategies, including targeted outreach and client feedback loops boosting client satisfaction and **improved customer retention by over 35%**

Deloitte — **Telangana, India**
Consultant - Strategy & Analytics — *Jan 2016 – Feb 2020*

- Supported data-driven product decisions for healthcare and financial clients by building scalable analytics solutions
- Supported product teams with actionable insights by building dashboards and ETL pipelines (Informatica, Python) improving KPI tracking and **reducing time-to-insight by 80%**
- Partnered with product and client stakeholders at J&J, Medicaid Enterprise Systems, Eli Lilly, and ING to define success metrics and build dashboards that informed product strategy with high-quality analytics
- Built customer acquisition and retention models for ING Australia using advanced segmentation and analytics contributing to **AU $295M in revenue and 163K+ new customer acquisitions**
- Developed automation frameworks, **reducing manual effort by 90%** and enabling consistent product release cycles

INITIATIVES

Hack for LA — **California, USA**
Design Product Manager - Expunge Assist — *Jun 2025 – Present*

- Created onboarding documentation for new designers using Google Docs and Figma templates streamlining designer onboarding and **reducing ramp-up time by over 40%**
- Designed and implemented an offboarding checklist for outgoing designers to ensure smooth knowledge transfer and documentation handoff, **minimizing information loss and maintaining continuity in design workflows**
- Defined and drove the MVP roadmap by partnering with cross-functional teams, while leading weekly syncs tracking progress and resolving blockers accelerating timelines, improving cross-functional alignment, and clarifying product priorities

EDUCATION

W. P. Carey School of Business at Arizona State University	*Master's, Business Analytics - USA*	May 2025
SRM University	*Bachelor's , Software Engineering - India*	May 2015

SKILLS & ACTIVITIES

- **Skills:** Product Management, Data-Driven Decisions, UI/UX, Feedback Integration, Team Leadership, Global Strategy, Market Research, A/B Testing, GTM Strategy, Stakeholder Management, Acquisition & Retention
- **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