

Shruthi Thyagarajan

New York, NY • (201) 562-8595 • shruthithyagarajan@gmail.com • [linkedin.com/in/shruthithyagarajan/](https://www.linkedin.com/in/shruthithyagarajan/)

EXPERIENCE

Logitech

June 2022 - August 2022

Product Management Intern

New York, NY

- Partnered with Industrial Design, Engineering, and UI/UX Design to develop an MVP for a Logitech for Creators product
- Led user research studies to understand initial consumer impressions and attitudes towards new product concepts and synthesized insights, resulting in the definition of final requirements for an upcoming ergonomic, computer accessory product
- Defined and implemented global packaging standards as a part of a multi-year initiative across 7 product brands, including high revenue brands, to meet domestic and international sustainability requirements without disruption to production

NASA - International Space Station (ISS)

January 2021 - May 2021

Team Lead and Integrative Studio Collaborator

New York, NY

- Led multidisciplinary team of 16 graduate students to develop a strategy for how NASA (ISS) should manage their 10+ year transition plan; managed creation of market analysis reports, product requirements, and cross-platform UI/UX prototypes
- Directed formulation and buildout of a proposed partnership between NASA and Equinox regarding user safety and improving the overall user experience; collaborated on website and mobile app mockups of the platform and marketing materials

Deloitte

June 2017 - June 2021

Consultant, Digital Transformation

New York, NY

Senior Consultant, Innovation

- Facilitated 20+ stakeholder and user testing sessions, synthesized insights from quantitative and qualitative data, and defined and translated to product requirements
- Developed an internal tax product in conjunction with users that automated tax return review time by ~30 minutes per return, across level of review (original total review time: 5-10 hours per return, levels of review: 5)
- Planned 1-year roadmap to launch virtual reality tour guide product, based on market research regarding ways to use emerging technologies within the global human resources space, to increase user adoption by 2x as much (from 200 to 400 users)
- Led the successful deployment of a custom HRIS for a large banking client; drove communications and change management strategies, increasing user adoption globally by 200+ users
- Conducted global user testing with 150+ users to ensure that the custom-built HRIS satisfied the needs of the business and customers; enhanced the user experience by standardizing design and branding elements, as well as the communications style used across the product
- Designed and implemented test plan documentation and test scripts for the deployment of a new talent matching product at a large technology client; provided estimates of the work effort required for testing the product in scrum planning meetings

EDUCATION

Parsons School of Design

M.S. Strategic Design and Management, 3.80,
Parsons Institutional Scholarship Recipient

Rutgers University

B.A. in Economics, Minor in Women & Gender Studies, 3.56,
Honors Program Graduate and Cum Laude Recipient

LEADERSHIP

- **Peer Support Leader**, CARESpaces (Conscientious Artistes Rallying for Ethical Spaces)
- **Inclusion Board Member and Event Organizer**, Deloitte and Ascend
- **Peer Mentor**, Rutgers University (Honors Program) and Deloitte (Well-being and Inclusion)

SKILLS

Product Management: Agile Methodology, Systems Mapping, User Experience Mapping, Empathy Mapping, Storyboarding, User Testing; *Miro, Mural.co, Figma, Adobe Creative Suite, MS Visio, CSS, HTML*

Research Methods: Interviewing, Surveying, Co-Design; *Google Survey, Qualtrics*

Project Management: *Jira, Confluence, Adobe Workfront, Slack, Canva, Google Drive, Microsoft Office (Teams, Powerpoint, Excel)*

Data Analytics: Market/Competitor Analysis, Financial Modeling, Trends Reporting; *Tableau, SQL, MS Excel, Python, Antconc*

Languages: Fluent in English and Tamil, Conversant in Kannada and Spanish