

SNEHA SHIVANNA

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EDUCATION

University of North Carolina at Charlotte, United States Aug 2023 - May 2025
Master of Science in **Engineering Management - Product & Data Analytics** | GPA: 3.9

Visveswaraya Technological University, India June 2014 - May 2018
Bachelor of Technology in **Computer Science and Engineering** | GPA: 4.0

CERTIFICATIONS/ SKILLS

- **Certifications:** Certified Scrum Product Owner (**CSPO**), IBM Data Analyst Professional, JP Morgan & Chase Excel Simulation
- **Tools:** Google Analytics, Trello, Jira, Confluence, Figma, Adobe, Tableau, Power BI, Looker, MS Office Suite, Asana, A/B testing
- **Programming Languages:** SQL, Python, R, Java, JavaScript, C/C++, Azure, Macros, Voice XML, HTML, VBA

EXPERIENCE

Associate Product Manager, Cognizant Technology Solutions, India Mar 2022 - May 2023

- Led the **end-to-end product lifecycle** for NLP-driven Virtual Agents for eBay and Verizon, **collaborating with engineering and data science** teams to build AI-powered Assistants with Speech-to-Text and Text-to-Speech capabilities
- Accelerated **AI-driven Automation by building OKR's** and integrating Google Dialogflow for NLP, executing structured & unstructured data validation, and leading smoke testing & real-time client feedback loops
- Optimized **Conversational AI model fine-tuning** & scalability by collaborating with data scientists and iterating on AI model training datasets, enhancing natural language understanding (NLU), and ensuring multi-intent recognition
- Achieved a 35% **increase in chatbot user engagement** and **trained business users & client teams**, ensuring seamless AI integration and improved customer experience through personalized AI-powered interactions
- Drove **stakeholder engagement & product demonstration** by presenting Conversational AI capabilities to 200+ industry leaders
- Delivered AI/ML solutions **addressing key pain points and business needs** resulting in productivity gains and cost savings

Senior Systems Engineer, Infosys Limited, India Jan 2019 - Mar 2022

- Architected system workflows for GSTR 4-Annual Tax form, overseeing **backlog prioritization, sprint execution, and iterative enhancements** while engaging an **8-member cross-functional team** to ensure seamless MMP delivery
- Increased system scalability by **developing REST APIs in microservices architecture**, implementing data integration with Kafka, SQL, and HBase, and refining **empirical product planning and Agile methodologies**
- Aligned **B2B workflows** with Indian government tax processing, ensuring regulatory compliance through data-driven insights from **SQL-based tax reporting Tableau dashboards**
- Streamlined development workflows by **designing and managing scalable technical documents** for GSTR-5 UI, ensuring business alignment and improved project efficiency
- Designed and implemented an **offline VBA-powered automation tool**, enabling GST taxpayers to handle high-volume data entry, minimizing manual effort, and reducing processing time
- Enhanced product performance by 15% by executing **white box testing** and **unit testing** methodologies

Software Engineer, DXC Technology, India Aug 2018 - Jan 2019

- Led **market research for P&G packaging design**, delivering actionable insights to inform strategic marketing initiatives
- Enhanced serviceable obtainable market by 20% by formulating a comprehensive **go-to-market strategy for 'P&G'**
- Contributed to **product innovation** by refining packaging design and consumer positioning, ensuring market alignment and improved brand visibility

PROJECTS

Last - Mile Delivery Process Improvement System | Blue Dart | [GitHub](#)

- Defined the **product vision and strategy** for an AI-driven chatbot system, improving first-attempt delivery success by fine tuning the Natural Language Processing using generative pre-training-based models
- Designed a multi-channel support system (Email, SMS, WhatsApp) to enhance customer engagement, optimizing logistics workflows, and improving escalation management

Cardiovascular disease prediction using Predictive Machine Learning Models | [GitHub](#)

- Developed **statistical analysis and predictive modeling** for Cleveland medical data to identify cardiac arrest risk.
- Implemented supervised machine learning models such as K-NN, Logistic Regression, Support Vector Machines, Random Forest, and Extreme Gradient Boost techniques.

LEADERSHIP

- **Graduate Teaching Assistant** for **Engineering Decision & Risk Analysis and Production Control Systems**.
- Engineering leader for **Society of Women Engineers (SWE)** at UNC Charlotte.