Surya J

Linkedin
Medium
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(hyperlinks are highlighted in blue)

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Career Objective

Product-focused professional with **4+ years** of experience working closely with customers, stakeholders, and cross-functional teams, seeking a challenging **APM/Product Engineer** role to own and scale **customer-facing financial products end-to-end**.

Professional Summary

• 4+ years of experience in **Product Management** for fintech and platform products, working across **payments, integrations, and regulated workflows**.

Technical Skill

Data Analysis:	SQL, Zoho Analytics, Google Analytics, Mixpanel
API & Integrations:	REST APIs, Postman, Webhooks, API Documentation
Design & Wireframing:	Figma, Balsamiq, Sketch, InVision
Project Management Tools:	Jira, Zoho Projects, GitHub, Zendesk, Zoho Desk, Salesforce, Zoho CRM

Work Experience

- **Zoho Marketplace, Product Consultant**   **March 2024 - Present**
  Zoho Marketplace – Platform for 2000+ extensions and custom apps
  - Owned end-to-end product lifecycle for **140+ marketplace extensions**, treating each extension as an independent **business module**.
  - Led **feature enhancements and lifecycle management** of extensions based on customer and partner feedback.
  - Worked closely with **ecosystem partners(Adobe, Shopify)** for cross-platform distributions and API enhancements.
  - Drove **requirement planning, prioritization, and delivery** for high-value enterprise integrations (**$100K+**), balancing business, tech, and risk constraints.
  - Authored **BRDs** with cross functional teams to plan and deliver client-specific enhancements for **DocuSign for Zoho CRM**
  - Analyzed customer issues to identify **journey breakpoints**, translating insights into measurable product improvements.
  - Planned, built, and launched marketplace extensions with engineering teams **(Qualtrics, Eventbrite for Bigin)**.

- **Zoho Books, Product Consultant**   **Jul 2021 - Feb 2024**
  Zoho Books – Cloud Accounting Software (India Market)
  - Led **8,000+ customer interactions**, capturing requirements across **accounting, payments, and compliance-driven workflows**.
  - Conducted **market and competitor research** to identify trends and positioning opportunities.
  - Delivered **Zoho Books demos**, webinars, and **regional-language trainings** to drive adoption.
  - Owned **solution customization and configuration** across billing, payments, and financial reporting modules.
  - Migrated customers from **QuickBooks to Zoho Books** post QB India exit, driving **22% revenue growth**.
  - Raised and prioritized **75+ feature requests**, contributing to roadmap planning, phased rollouts, and stable releases.
  - Reviewed **web UI and Android UX, conducted A/B testing**, supporting high-fidelity wireframes using Figma and Balsamiq.
  - Implemented **renewal follow-ups**, improving subscription retention by **8%**.

Portfolio(with Links)

- **Blog - https://medium.com/@suryajeyasekaran**
  My medium blog where I write everything about Tech and Product
- **Development - Cab Booking Application**
  Developed intra-organizational cab booking application for employees using Zoho Creator
- **Product - Compliance Management**
  Led compliance analysis covering security, privacy, regulatory risks, and KYC flows for an investment portfolio platform
- **Product - Feature Planning**
  Feature impact analysis, prioritizationand roadmapping for Zoho Cliq - team communication software
- **Product - Documentation**
  Product Requirement Documentation for enhancements in the BusinessLine mobile app experience.
- **Product - Roadmapping**
  Performed strategic competitor analysis and defined roadmap recommendations for enhancing Google Photos.
- **Product - MVP development**
  Developed minimum viable product for an on-demand pet healthcare platform with video consultation features.
- **UX Research - User Journey Mapping and Integration Planning**
  Mapped user touchpoints for ChatGPT assistant integration into an online whiteboard platform.
- **Design - Landing Page Design and Conversion Optimization**
  Designed desktop optimised landing page design for a women's gym using Figma

Academics

2017-2021	B.E in **Electrical and Electronics** from St.Joseph's Institute of Technology, Chennai	CGPA: 8.0

Certifications

- **Product Analytics Certification** - Issued by Pendo, **Google Analytics** - certification
- **Cambridge Assessment English - C1 Business Higher** - (Score: 181, Candidate ID: 188IN1450228)