

# TANYA GOEL

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LinkedIn Portfolio

## PROFESSIONAL SUMMARY

Product Manager with 5+ years of experience building digital acquisition and AI-enabled products at American Express. Skilled in defining product vision, working with cross-functional teams, and using AI tools to speed up delivery and improve customer experiences. Focused on creating simple, scalable products that solve real user needs.

## EDUCATION

**Indian School of Business (ISB), Hyderabad**

**Sept 2024 – Apr 2025**

*Executive Education in Product Management*

**Dr. APJ Abdul Kalam Technical University, Lucknow**

**May 2016 – May 2020**

*Bachelor of Technology in Computer Science*

*CGPA: 9.0*

**Gurukul – The School, Ghaziabad**

**Mar 2016**

*Class XII (CBSE)*

*CGPA: 9.1*

## EXPERIENCE

**American Express**

**Feb 2023 – Present**

*Product Manager – Global Merchant Services*

*Bangalore, India*

- **Led AI-assisted product initiatives** across the Global Merchant Network & Solutions domain by using GenAI-driven insight synthesis and automated requirement drafting to accelerate feature planning cycles by 30%.
- **Led end-to-end product transition** for 10 global markets, migrating acquisition workflows from POD (Point of Departure) to POA (Point of Arrival) systems, improving deployment scalability and ensuring seamless market rollout.
- **Owned product roadmap** for digital acquisition and analytics journeys, using customer journey mapping and experimentation to deliver 15% revenue growth and a 25% lift in user engagement.
- **Defined product vision and KPIs** for a self-serve analytics dashboard, improving leadership's real-time decision-making and reducing report turnaround time by 40%.
- **Collaborated cross-functionally** with design, engineering, and data partners to prioritize features, manage dependencies, and execute funnel experiments that improved conversion by 18%.
- **Drove agile delivery** across 3 cross-functional squads, improving sprint velocity by 25% and strengthening release predictability through structured backlog grooming and sprint planning.

**American Express**

**May 2021 – Jan 2023**

*Associate Product Manager – Digital Experience & Insights*

*Gurugram, India*

- **Launched self-serve analytics features** with AI-assisted metric explanations and automated trend summaries, increasing stakeholder adoption by 40%.
- **Delivered user insights** for NA card segments using GenAI-supported synthesis of interviews, surveys, and competitive research, influencing GTM decisions and improving digital conversion by 20%.
- **Built performance dashboards** in Tableau & SQL with LLM-powered narrative generation, reducing manual reporting efforts by 60%.
- **Standardized KPIs & data instrumentation** across 4 business units, introducing AI-assisted documentation to improve reporting accuracy by 30%.

**Avis E Solutions**

**Feb 2020 – Apr 2021**

*Software Engineer I*

*Noida, India*

- **Improved agent workflow efficiency** by redesigning internal tools based on analytics-driven insights, reducing idle time by 90%.
- **Rebuilt workflow platforms** using Java-based microservices & REST APIs, automating repetitive tasks and cutting manual effort by 50% across 200+ daily active users.
- **Owned complete SDLC** for support features—from requirements to deployment—ensuring high reliability and on-time agile delivery.

## SKILLS

**AI Product Management:** Generative AI, LLM Integration, Prompt Engineering, AI-assisted ideation, AI-supported UX workflows, Responsible AI

**Product Strategy & Execution:** Roadmapping, OKRs, MVP Definition, Experimentation Frameworks, Agile/Scrum, Backlog Prioritization

**User Research & Design:** User Journey Mapping, Persona Development, Stakeholder Interviews, Wireframing (Figma), Usability Testing

**Analytics & Insight Generation:** A/B Testing, Funnel Analysis, KPI Frameworks, Google Analytics, Mixpanel, Tableau, SQL

**Technical Foundations:** APIs, Automation, Data Pipelines, Java, Python, REST Services, Cloud-based tooling

## PROJECTS

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### AI Sathi - Offline AI Learning Companion

- **Built a fully offline, SLM-powered AI tutor** delivering NCERT lessons, Hindi-English literacy, and voice-based doubt solving on basic smartphones without internet.
- Designed child-friendly learning flows and concepts supported by on-device ASR/TTS, WebGPU/WASM runtimes, and IndexedDB caching.
- Defined the product roadmap with adaptive learning, AI-generated progress reports, voice navigation, and Teacher Mode to scale usage across rural schools and anganwadis.

### BandhanPoints - Digital Loyalty Platform for Local Indian Shopkeepers

- **Designed a merchant-customer loyalty platform** that lets retailers issue and redeem reward points, increasing repeat visits through simple mobile journeys.
- Conducted research across kirana stores, salons, pharmacies & cafés to define personas, identify loyalty pain points, and align product opportunities to India's "Digital India" & "Vocal for Local" vision.
- Designed PRD, user journeys, and feature scope for merchant & customer apps, including QR onboarding, loyalty configuration, automated point crediting, and repeat-visit analytics.
- Built the MVP prototype independently using Vibe Coding and executed a Tier-2 city pilot onboarding 100+ merchants and 1,000+ users with a 25% repeat transaction rate.

## ACHIEVEMENTS

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**Star Performer - AmEx:** Recognized for leading digital modernization initiatives that improved data reliability and business KPIs.

**EDDS Spotlight Award - AmEx:** Honored for innovation & cross-functional collaboration in digital analytics.

**GHCI Scholar:** Recognized for active contributions to empowering women in tech and driving inclusive, community-based learning programs.

**Google AI/ML Facilitator:** Selected from 10,000+ applicants to lead Google's Explore ML sessions, teaching foundational AI and machine learning concepts through hands-on workshops.

**Hackathons & Innovation Events:** Built LLM-enabled prototypes and social-impact AI tools for real-world use cases.