

# 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

<b>Indian School of Business (ISB), Hyderabad</b> <i>Executive Education in Product Management</i>	<b>Jul 2024 – Dec 2024</b>
<b>Dr. APJ Abdul Kalam Technical University, Lucknow</b> <i>Bachelor of Technology in Computer Science</i>	<b>May 2016 – May 2020</b> CGPA: 9.0
<b>Gurukul – The School, Ghaziabad</b> <i>Class XII (CBSE)</i>	<b>Mar 2016</b> CGPA: 9.1

## EXPERIENCE

<b>American Express</b> <i>Product Manager – Digital Acquisition</i>	<b>Feb 2023 – Present</b> <i>Gurugram, India</i>
<ul style="list-style-type: none"><li><b>Led AI-assisted product initiatives</b> across the Global Merchant Network &amp; Solutions domain by using GenAI-driven insight synthesis and automated requirement drafting to accelerate feature planning cycles by 30%.</li><li><b>Led end-to-end product transition</b> for 4 global markets, migrating acquisition workflows from POD (Point of Departure) to POA (Point of Arrival) systems, improving deployment scalability and ensuring seamless market rollout.</li><li><b>Owned product roadmap</b> for digital acquisition and analytics journeys, using customer journey mapping and experimentation to deliver 15% revenue growth and a 25% lift in user engagement.</li><li><b>Defined product vision and KPIs</b> for a self-serve analytics dashboard, improving leadership's real-time decision-making and reducing report turnaround time by 40%.</li><li><b>Collaborated cross-functionally</b> with design, engineering, and data partners to prioritize features, manage dependencies, and execute funnel experiments that improved conversion by 18%.</li><li><b>Drove agile delivery</b> across 3 cross-functional squads, improving sprint velocity by 25% and strengthening release predictability through structured backlog grooming and sprint planning.</li></ul>	
<b>American Express</b> <i>Associate Product Manager – Digital Experience &amp; Insights</i>	<b>May 2021 – Jan 2023</b> <i>Gurugram, India</i>
<ul style="list-style-type: none"><li><b>Launched self-serve analytics features</b> with AI-assisted metric explanations and automated trend summaries, increasing stakeholder adoption by 40%.</li><li><b>Delivered user insights</b> for NA card segments using GenAI-supported synthesis of interviews, surveys, and competitive research, influencing GTM decisions and improving digital conversion by 20%.</li><li><b>Built performance dashboards</b> in Tableau &amp; SQL with LLM-powered narrative generation, reducing manual reporting efforts by 60%.</li><li><b>Standardized KPIs &amp; data instrumentation</b> across 4 business units, introducing AI-assisted documentation to improve reporting accuracy by 30%.</li></ul>	
<b>Avis E Solutions</b> <i>Software Engineer I</i>	<b>Feb 2020 – Apr 2021</b> <i>Noida, India</i>
<ul style="list-style-type: none"><li><b>Improved agent workflow efficiency</b> by redesigning internal tools based on analytics-driven insights, reducing idle time by 90%.</li><li><b>Rebuilt workflow platforms</b> using Java-based microservices &amp; REST APIs, automating repetitive tasks and cutting manual effort by 50% across 200+ daily active users.</li><li><b>Owned complete SDLC</b> for support features—from requirements to deployment—ensuring high reliability and on-time agile delivery.</li></ul>	

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

- Conceptualized a two-sided loyalty platform enabling local retailers to award UPI-linked reward points, improving customer retention through simple, mobile-first flows.
- 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.

### MediTrack - Medicine Reminder & Scheduling Platform

- Developed MVP for a medicine reminder platform enabling personalized schedules, automated dosage reminders, and simplified daily health tracking.
- Conducted user interviews to surface adherence challenges, informing prioritization of reminder accuracy, schedule clarity, and ease of onboarding.
- Designed detailed user flows and wireframes for medication scheduling, refill alerts, and adherence tracking to support a broad, multi-age user base.
- Built the functional prototype using Vibe Coding and iterated rapidly with early testers, improving usability and reducing missed-dose frequency.

## ACHIEVEMENTS

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

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

**GHCI Scholar:** Selected for contributions in AI-driven product innovation and advancing women in tech.

**Google Women Techmakers Facilitator:** Selected from 10,000+ applicants to lead workshops on ethical AI adoption.

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