

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

Jul 2024 – Dec 2024

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 – Digital Acquisition

Gurugram, 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 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.
- **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

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

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.