UBBANI SAI KIRAN

+91 9182669041 • saikiranubbani@gmail.com • LinkedIn • GitHub

SUMMARY

Strong foundation in Web & mobile application development, marketing analytics, and business strategy. Experienced in collaborating cross-functionally to enhance customer experience, streamline service operations, and extract actionable insights from data. Proven ability to identify process inefficiencies and drive continuous improvement through a mix of technology, empathy, and analytical rigor. Passionate about delivering service excellence by aligning user needs with business objectives and operational best practices.

EDUCATION

Master of Business Administration
July '23 - June '25

Indian Institute of Technology (ISM) | Dhanbad, Jharkhand

Bachelor of Technology, Computer Engineering
July '17 - June '21

Indian Institute of Information Technology Design & Manufacturing | Kancheepuram, Tamil Nadu

PROFESSIONAL EXPERIENCE

Deep Trading Pvt Ltd, Marketing Intern
May '24 - July '24

Contributed to strategic initiatives aimed at improving dealer satisfaction and loyalty for a ball-bearing trading firm, with a focus on proposing engagement solutions, identifying operational issues, and supporting lead generation activities.

- Engage Collaborated with a team of four professionals to plan and conduct structured interviews with a broad network of dealers, gathering qualitative insights into key operational challenges, service gaps, and engagement bottlenecks within the distribution ecosystem.
- Identified critical issues such as inconsistent commission models and pricing disparities, which were contributing to dealer dissatisfaction and competitor switching. Documented findings in structured reports and participated in stakeholder discussions to evaluate their impact.
- Co-developed proposals for a tier-based reward system aligned with dealer performance and regional growth, aiming to foster greater motivation and long-term retention. Actively participated in outlining the structure and discussing feasibility with internal teams.
- Suggested a quarterly incentive model featuring experience-based rewards like company-sponsored trips, with the goal of encouraging competitive performance and strengthening dealer relationships. Assisted in drafting initial concepts and potential execution plans.
- Contributed to defining KPIs to evaluate the effectiveness of proposed strategies, focusing on measurable metrics such as dealer retention rate, engagement frequency, and sales volume improvements post-implementation.

Linkfields Innovations, Software Engineer
Feb '22 - Jun '23

Delivered high-performance cross-platform mobile applications using React Native, enhancing user experience and aligning with business objectives.

- Developed and Engineered and maintained cross-platform mobile applications using React Native, delivering seamless performance and superior user experiences across both iOS and Android. Prioritized reliability and quality to address varied user needs effectively.
- Implemented Redux for streamlined state management, enhancing data flow consistency and boosting application scalability. This contributed to more predictable behaviors and easier code maintenance across development cycles.
- Utilized Redux Saga to efficiently handle asynchronous operations, including complex API integrations and real-time data synchronization. This significantly elevated application responsiveness and operational efficiency.
- Applied in-depth knowledge of React Native, Redux, and Redux Saga to architect resilient and scalable mobile solutions that aligned with user expectations and strategic business goals.
- Consistently delivered mobile applications with exceptional functionality and user experience, showcasing strong technical proficiency and a commitment to delivering results that meet both technical and organizational objectives.

CERTIFICATIONS

- Lean Six Sigma Green Belt by **KPMG**
- Digital Marketing Certification by **Google**

Product Management by Great Learning (May '25 - Present)

A 4-week program in product management that encompasses a diverse set of PM skills and portfolio building through online sessions with Senior PM's

- Developing a PRD to **enhance customer engagement for Taabi Mobility Ltd**.

KEY SKILLS & TOOLS

Jira | Tableau | Excel | Figma | Canva | Python | SQL | Power BI | Adobe Creative Suite| PowerPoint | Git | JavaScript | React Native | React.js.
Business & Analytical: Data Analysis | Market Research | Campaign Planning | Content Marketing & Strategy | Product Positioning | Social Media Marketing |Sentiment Analysis | Consumer Behaviour Analysis | Customer Insights | User Research | User Segmentation.

PROJECTS

Next-Gen Fire Safety System for Scalable Risk Management and Compliance (Sept '24 – Nov '24)
The Smart Fire Safety System presents a scalable B2B solution that generates revenue through a hybrid model of hardware installation, SaaS-based monitoring, and enterprise licensing, targeting high-risk infrastructures seeking real-time detection, compliance, and intelligent evacuation planning.
Strategic Analysis of Psychological Contracts and Their Impact on Employee Satisfaction (MBA '25)
Conducted a data-driven study using survey-based analysis to evaluate how fulfilling psychological contracts influences job satisfaction, identifying actionable HR insights to improve employee engagement, retention, and organizational performance.