

# Udit Singh Guleria

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5 years' experience | Product Management | Business Analysis | GTM | Market Research | Requirements Gathering | SaaS | Scrum Master | Fintech | Agile Methodologies | Data Analysis | SQL | Stakeholder Management | Business Intelligence | Software Development | Project Management

## EDUCATION

### Texas A&M University

Master of Science in Management Information Systems | GPA: 3.9/4

Relevant Courses – Project Management, Database Management, Business Corporate Strategy

College Station, Texas, USA

Aug 2022 – May 2024

### UPES

Bachelor of Science in Computer Science | GPA: 3.6/4

Dehradun, Uttarakhand, India

Aug 2015 – May 2019

## WORK EXPERIENCE

### Texas A&M University

Product Manager

College Station, Texas, USA

Jan 2024 – Present

- Led an **Agile team** in the **end-to-end development** and timely delivery of the Alumni Network Platform by conducting stakeholder interviews and surveys to define system needs, ensuring feature alignment and delivering the platform 2 weeks ahead of schedule.
- Accelerated **user adoption**, adding 150+ active users in the first month by prioritizing **key backlog items** in **Jira** and launching an interactive alumni directory and event registration system.
- Optimized **platform quality** and **market readiness** by collaborating with **QA** to streamline testing cycles, resolving 95% of critical defects pre-launch, and aligning with the **marketing team** to develop user-centric onboarding materials, boosting feature adoption.
- Improved **reporting efficiency** by 20% with automated **Excel dashboards, pivot tables, and macros**, reducing manual processing.

### DDI

Product Manager

Pittsburgh, Pennsylvania, USA

May 2023 – Aug 2023

- Optimized **pipeline efficiency**, reducing project turnaround by 2 weeks, by leading **cross-functional teams** to design a **B2B SaaS** leadership module and refining its **go-to-market strategy** through **market research** and **competitive analysis**.
- Increased module interaction, adding 2,500+ active users, by **A/B testing** and creating TikTok-style short-form videos, improving **content retention** and driving adoption of DDI's leadership modules.
- Expanded **market reach**, integrating insights from 15+ competitors, by developing **Tableau dashboards** to visualize **survey data** and **competitor analysis**, aiding **stakeholder decision-making**.
- Drove 2,000+ subscription renewals with a **Gen AI-driven** leadership module, offering personalized learning paths.
- Improved **customer satisfaction score** by 21% by leading a comprehensive **market research** project, analyzing 20+ competitors, interviewing 50+ users, developing a centralized assessment tracking dashboard, and launching a global survey with 100+ organizational responders.

### Gupshup

Technical Product Manager, Software

Bangalore, Karnataka, India

Jan 2022 – Aug 2022

- Achieved 99.9% uptime by leading the migration of a **fintech CRM application** to **AWS ECS**, collaborating with **engineering teams** to enable seamless **microservices deployment** with **automated scaling** and **failover mechanisms**.
- Improved customer response time by 25% and boosted client satisfaction by 20% by onboarding two **banking clients** with an **AI-driven chat assistant**, working closely with **sales teams** to align features with client needs and optimize **NLP capabilities** for **financial queries**.
- Increased **e-commerce** customer satisfaction by 17% by developing **AI-driven conversational features**, partnering with **UI/UX designers** to enhance personalized product recommendations and automated support for **B2B SaaS clients**.
- Gathered requirements for **40+ user stories**, translating API specifications into clear **Business, User, Functional, and Non-functional requirements**, and led Agile sprints with stakeholders, resulting in the on-time delivery of three major **product releases**.

### Xebia

Business Analyst

Gurgaon, Haryana, India

Jan 2019 – Dec 2021

- Improved **user engagement**, adding 3,500+ users, by integrating **behavioral analytics & journey tracking** into a **fintech payments platform**.
- Improved **operational efficiency**, reducing processing time by 14 hours per week, by analyzing datasets with **Python** and **SQL**.
- Enhanced **user satisfaction**, raising NPS from 60 to 70, by collaborating with **UI/UX teams** on intuitive interfaces and working with developers to implement **APIs** using **Figma, Java, SpringBoot, HTML, CSS, and JavaScript**.
- Accelerated **deployment**, cutting release cycles from 3 weeks to 2.2 weeks, by gathering business requirements, working with **cross-functional Agile teams**, and implementing **automated testing** and **CI/CD** for **cloud-based** financial web applications.

## SKILLS

**Certifications:** [Certified Scrum Product Owner\(CSPO\)](#), [Professional Scrum Master I\(PSM I\)](#), [Six Sigma White Belt](#), Gen AI for Project Managers

**Tools:** Power BI, Tableau, Looker, Jira, Excel, Confluence, Figma, Miro, Amplitude, MS Project, SharePoint, Postman, Visio, Salesforce, PowerPoint

**Technical:** AWS, Azure, Java, Python, MySQL, NoSQL, REST API, SpringBoot, Salesforce, DevOps, M365, VBA, Pivot tables, Google Analytics

**Product Management:** Product Strategy, Vendor Management, Product Roadmaps, GTM Strategy, Agile, Scrum, Kanban, User Research, Feature Prioritization, Product Lifecycle Management, Market Research, User Journey Mapping, Prototyping, API Documentation, Program Management

**Business & Data Analysis:** Requirements Gathering, Stakeholder Management, Process Mapping, Data Visualization, KPI Tracking, A/B Testing

## PROJECTS

### Downtown Bryan Product Design (Unravel Bryan) – [Product Canvas](#)

College Station, Texas, USA

- Designed the Product Roadmap for the Bryan City management application to resolve challenges and increase engagement by 24%.
- Curated user interface design, user stories, use cases, epics, UML diagrams, and wireframes for thorough product vision.

### Local Volunteering Platform (Helping Hands)

College Station, Texas, USA

- Led an Agile team of 5 to develop an online volunteering web application, conducting 10+ user interviews, creating user personas, and performing competitive analysis and market analysis to ensure a user-centric and market-differentiated product.