

# Udit Singh Guleria

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4+ years' experience | **Product Management** | **GTM** | **Market Research** | **Strategic Planning** | **SaaS** | **AI Integration** | **Agile Methodologies** | **Data Analytics** | **Stakeholder Management** | **Business Intelligence** | **Software Development**

## EDUCATION

### Texas A&M University

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

Relevant Courses – Product Management, Database Management, Human Computer Interaction, Product Design

College Station, TX

Aug 2022 – May 2024

### UPES

Bachelor of Science in Computer Science with Specialization in Cloud Computing & Virtualization / GPA: 3.6/4

Dehradun, India

Aug 2015 – May 2019

## WORK EXPERIENCE

### DDI

Product Manager Intern

Pittsburgh, PA

May 2023 – Aug 2023

- Led cross-functional teams to define and design **B2B SaaS leadership development subscription packages**, improving long-term pipeline efficiency by 16% through targeted **market research, competitor analysis, and refining specifications**.
- Launched a new leadership development subscription package, leveraging **Gen AI** to tailor personalized learning paths, resulting in a 15% increase in subscription renewals and a 12% increase in overall revenue.
- Conducted a comprehensive **market research project**, analyzing **over 20 competitors and interviewing 50+ users** to design and launch a **global market survey with 100+ organizational responders**, resulting in a 21% improvement in customer satisfaction.
- Aligned product features with **business strategy** via stakeholder collaboration and **customer feedback**, boosting market penetration by 16%.
- Collaborated with other product managers and designers using **Miro and Jira** to ensure the cohesiveness of the overall customer experience, resulting in a 19% reduction in user-reported issues and a product that effectively met customer needs and expectations.

### Gupshup

Technical Product Manager, Software

Bangalore, India

Jan 2022 – Aug 2022

- Launched new **AI-driven conversational features** for **B2B SaaS** products, such as personalized product recommendations and automated customer support, for an AI digital assistant, resulting in a 17% increase in customer satisfaction in the e-commerce sector.
- Created and executed a **comprehensive A/B testing strategy with detailed UI/UX design specifications**, leading to a 15% increase in user satisfaction and 17% boost in conversion rates for the digital assistant software.
- Conducted **requirement gathering** for 40+ user stories, translating API spec documents into **Business, User, Functional, and Non-functional requirements, and led Agile sprints with stakeholders**, enhancing alignment with business goals and improving feature delivery speed by 14%.
- Managed **product changes, assessing impacts on releases, budget, and schedules** to support successful production implementation.
- Engaged stakeholders with transparent **product roadmaps and release plans**, driving feature adoption and continuous performance evaluation.

### Xebia

Associate Product Manager

Gurgaon, India

Jan 2019 – Dec 2021

- Owned the **integration of behavioral analytics and journey tracking** into financial web applications, driving a 21% increase in user engagement.
- Designed simple and intuitive user interfaces and developed API's using **Figma, Java, SpringBoot, HTML, CSS, and JavaScript**, contributing to a 12% increase in user satisfaction scores and a 10% improvement in Net Promoter Score.
- Conceptualized and **led a cross-functional team in an agile environment** for the deployment of financial web applications on the cloud, resulting in a 26% improvement in deployment efficiency through automated testing and continuous integration practices.
- Coordinated with stakeholders **to transition from monolithic to microservices architecture**, reducing downtime by 19%.
- Developed and modified **product specifications** to ensure product success, contributing to a 15% reduction in user-reported issues.
- Analyzed complex, large-scale data sets** using SQL and database management techniques, increasing operational efficiency by 8%.

## SKILLS

**Tools:** Jira, Confluence, Slack, Figma, MS Project, Power BI, Tableau, Git, Postman, Miro, Amplitude, Excel, PowerPoint, Mural, Docker, Qualtrics

**Technical:** C, Java, Python, React, Redux, HTML, CSS, MySQL, AWS, NoSQL, REST API, SpringBoot, Salesforce, Kubernetes, DevOps, M365

**Product Management:** KPI Tracking, Project Planning, GTM, Product Strategy, Product Lifecycle Management, IOT, Product Roadmaps, Backlog Management, Product Enhancement, Marketing, Acceptance Criteria, Stakeholder Management, SaaS, ERP, CRM, Product Design, Salesforce, SAP, Market Research, Scrum, Kanban, User Experience Design, Customer Needs, Process Improvement, Reporting, Market Analysis, Usability Studies

**Interpersonal:** Customer Success, Problem-Solving, Schedule, Empathy, Entrepreneurship, Critical thinking, Verbal & Written Communication

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

## PROJECTS

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

College Station, TX

- 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.

### Point of Sales Database Systems Management

College Station, TX

- Designed and implemented a cloud-based POS analytics platform on AWS with EC2 and MariaDB, enhancing ETL processes for a 13% performance boost and reducing query times by 17% through optimized views, stored procedures, and triggers.
- Deployed a scalable AWS POS system with EC2, integrating replication methods to ensure uninterrupted operations and reliability

### Local Volunteering Platform (Helping Hands)

College Station, TX

- 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.
- Prioritized features and facilitated regular sprint planning and retrospectives, enhancing community engagement by 25%.

## LEADERSHIP EXPERIENCE

- Orchestrated “Dinner & Dialogue 2023” at TAMU with over 700 attendees, achieving record-breaking attendance.
- Successfully organized the ATP-Bio Research & Innovation Annual Meeting at TAMU, hosting delegates from 14 organizations.