Varoon Gupta

3rd Year Management Engineering

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EXPERIENCE

Product Manager @ Cerence (Nuance)

Montreal, QC | Sep - Dec 2019

- Independently shipped rebranding release to 1000+ users by prioritizing KPIs for cross-functional teams and customers
- Managed features through the entire product development life cycle, from concept through implementation and release
- Led technical integration of 15+ features by coordinating between product, design, R&D teams, and customer commitments
- Pitched product vision founded on competitive analysis and market research to Director of Product and executives
- Translated product roadmap into developer-ready epics, user stories, and acceptance criteria for rapid execution

Process Optimization Analyst @ Mattamy Homes

Toronto, ON | Jan - Apr 2019

- Spearheaded meetings with cross-functional teams and other stakeholders to assess, roadmap, iterate, and implement 10+ software solutions for internal process owners – streamlined fundamental business processes by an average of 42%
- Reduced a data sorting process from 4 hours to under 55 seconds with a recursive script – adopted enterprise-wide
- Created QRG documents to translate highly technical product features succinctly in business terms for enterprise use

Project Development Analyst @ UGE International

Toronto, ON | May - Aug 2018

- Translated stakeholder vision into product features and pitched a road mapped solution for the project pricing process
- Developed project cost estimation tool, streamlining cross-departmental project pricing with data visualization
- Conducted market research and created an energy consumption data-analysis framework – identified 60+ ideal clients

PROJECTS

Microsoft Product Management Case Comp. | Top 3

- Identified Microsoft Surface pain-points through competitive market research and survey of 100+ university students
- Designed and pitched dual-mode functionality for Surface, promoting device adoption amongst university students

Estimated Pricing Tool (EPT)

- Developed a cross-departmental pricing data visualization tool that leverages current and archived pricing data improving expense forecasting accuracy by 35%, and cutting overall project development costs by 12%
- Designed UI/UX and created instructional QRG instructional documentation of the tool for reference by 30+ employees

Euphoria *E-commerce business selling music festival apparel*

- Conducted A/B testing for marketing ad sets to maximize user outreach, boosting sales to 190% during campaign period
- Led social media growth, created a bot in Python using Selenium WebDriver increasing Instagram engagement by 223%

Imperium Solar *uwEnergyHacks 2019* **| 1st Place**

- Conceptual startup connecting businesses with investors to reduce the up-front financial barrier of solar projects by 80%
- Ranked 1st out of 47 teams for promoting corporate environmental responsibility amongst private sector businesses
- Traversed solar policies and proposed new monetization strategy, encouraging client investment by 70% risk mitigation

SKILLS

Product: Competitive Analysis, Data Analysis & Visualization, KPI Identification, Prioritization, User Stories, Usability Testing
Languages/Tools: Java, Python, VBA, SQL, HTML/CSS, JIRA, Confluence, Aha, Visio, Trello, Figma, Dialogflow, Cerence Studio

EDUCATION

University of Waterloo Bachelors of Applied Sciences - Management Engineering

- Product Management Club of UWaterloo – Logistics Executive
- Relevant Courses: Data Structures and Algorithms, Database Systems, Information Systems Analysis and Design

INTERESTS: Barbering, Entrepreneurship, UWaterloo Varsity Ultimate Frisbee, Hockey, Volleyball