

Varoon Gupta

varoongupta.com
linkedin.com/in/varoon-gupta
varoon.gupta@uwaterloo.ca
(647) 382-6693

Professional Experience

Product Manager Intern | Cerence (formerly Nuance)

Montreal | Sep – Dec 2019

Cerence develops AI solutions for the in-car experience. Responsible for an ML product used by developers to speech-enable applications.

- Independently **shipped** rebranding release to 1000+ users by prioritizing **KPIs** to increase user adoption by ~25% at showcase
- Led a cross-functional team through the technical integration of features improving the product's natural language processing (NLP), adopting a **competitive advantage** over similar solutions provided by Microsoft, Google, and Amazon
- Devised an embedded solution product strategy for the cloud-based tool, founded on **competitive analysis** and automotive **market research**, pitched to the executive product team and received the green light to develop a **go-to-market** strategy
- Translated **product roadmap** into developer-ready epics, **user stories**, and acceptance criteria for rapid execution
- Interacted with customers through interviews and tests to understand developer needs and identify **pain-points**
- Wrote technical documentation conveying **key product features** enabling sales teams to land 2 of the biggest customer accounts

Process Optimization Intern | Mattamy Homes

Toronto | Jan – Apr 2019

Provided technical consulting, training, and ongoing support for enterprise-wide internal process owners.

- Streamlined 10+ fundamental business processes by replacing manual excel processes with automated software solution – owned full product lifecycle including **assessing**, **road-mapping**, **iterating**, and **implementing** solutions for an average improvement of 42%
- Reduced a data sorting process from **4 hours to under 55 seconds** with automation – adopted enterprise-wide

Project Development Intern | UGE International

Toronto | May – Aug 2018

UGE is a solar energy company. Responsible for improving the project pricing process and devising customer attraction methods.

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

Projects

Co-Founder | Euphoria Apparel (www.euphoriarave.com)

Aug 2019 – Present

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

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

Imperium Solar | 1st Place

- Conceptual start-up 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

Skills

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

Education

University of Waterloo • 3rd Year Management Engineering

Sep 2017 – Apr 2022 (expected)

- Product Management Club of UWaterloo – Logistics Executive
- Relevant Courses: Database Systems, Data Structures and Algorithms, Decision Support Systems, OB, Optimization

Interests

Barbering, Ecommerce, Entrepreneurship, UWaterloo Varsity Ultimate Frisbee, Hockey, Volleyball