YASH RATAN

Product Management | AI & Machine Learning | Business Consulting | Market Analysis | GTM Strategy

Degree	Institute	Year
B. Tech (ECE)	Jaypee Institute of Information Technology, Noida	2019
Class XII (ISC)	Scholars' Home, Lucknow	2015
Class X (ICSE)	La Martiniere College, Lucknow	2013

PROFESSIONAL WORK EXPERIENCE & INTERNSHIP

EY India
(Business Consulting – Performance Improvement, TMT in B2B SaaS & AI)

Product Manager – CX Transformation (Bengaluru)
Jan 2024 – Present
- ❑ Collaborated with stakeholders to identify **AI opportunities** to align on strategic goals & solve problems
- ❑ Designed, developed & executed roadmap strategies to transform Customer Experience (CX)
- ❑ Launched **4 AI-driven products** to streamline customer interactions and **increase C-SAT scores**
- ❑ Managed **Design, Technology & Marketing Teams** to solution & launch products from conception
- ❑ Conducted analysis on market study, competitors, economic benefit analysis, return on investment & pricing
- ❑ Achieved **$230k** in annual cost reductions from implementing tailored solutions on **Microsoft Azure**
- ❑ **KPIs Impacted –** Churn Rate, Customer Retention, Turnaround Time (TAT), First Contact Resolution (FCR)

Associate Product Manager – Pricing Model
Apr 2023 – Dec 2023
- ❑ Architected a **Resource Allocation & Pricing Model** to optimize cost & implementation profitability
- ❑ Generated **$85k+** from recurring revenue streams by implementing the pricing model for multiple customers
- ❑ Designed a scalable and secure application architecture & successfully deployed it on **Google Cloud (GCP)**
- ❑ Led a **cross-functional 5-member team** of engineers & designers, managing the delivery of the product

Senior Product Analyst – Skills-First Transformation
May 2022 – Feb 2023
- ❑ Developed **PowerBI Dashboards** to analyse marketing campaign data across Go-to Market strategies
- ❑ Conducted interviews with **CXOs** to understand industry trends, challenges across HR-Tech transformations
- ❑ Generated insights from secondary market research to **create segments** & perform **targeted marketing**
- ❑ Spearheaded segmentation & targeting operations to **optimize marketing spends and customer outreach**
- ❑ **Published a Leadership Report** on Skills-First Transformation in workforce economics across geographies
- ❑ Link – A Report on Skills-First Transformation

DevOps Engineer – Conversational AI Unicorn
Nov 2021 – May 2022
- ❑ Successfully led the implementation & automation on **AWS using Docker, Kubernetes**, ensuring scalability
- ❑ Developed **application monitoring in PowerBI** to enable real-time visualisation & critical event alerting
- ❑ Streamlined processes from **Atlassian's JIRA** for project management & **Confluence** for documentations
- ❑ Managed a **3-member team** to successfully implement and deploy products for Conversation AI unicorn

Infosys Ltd.

DevOps Engineer (Trivandrum)
Aug 2019 – Nov 2021
- ❑ Designed & developed a robust **Single Page Application (SPA)** with JavaScript & **ReactJS (JSX)** stack
- ❑ Efficiently deployed **microservices architecture** product (NGOSS) on **AWS using Docker & Kubernetes**

IIT – BHU

ML Intern – Smart Toothbrush Monitoring System (Varanasi)
Jun 2018 – July 2018
- ❑ **Machine Learning (ML) & Internet of Things (IoT)**
- ❑ **Mentor** – Dr. Hari Prabhat Gupta
- ❑ Led the team to **Semi-Finals in the Best Idea-thon Challenge, 2018**
- ❑ GitHub Link – Smart Toothbrush Monitoring System for Ubiquitous Healthcare

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