Yuvasri Loganathan

Product Analyst

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EXPERIENCE

String Consultants | Product Analyst | Erode, India.   Sept 2023 - Present

- Empowered a team of three to deliver user-driven solutions through collaborative sprint planning and user research in the **AccoBee** and **Organflow** web applications.
- Translated intricate product requirements [AccoBee app] into Business and Functional Requirement Documents.
- Spearheaded the development of wireframes and prototypes centered around customer needs, including storyboards, process flows, and mockups to refine product design using Figma and Miro.
- Conducted in-depth market research and competitive analysis [Organflow], contributing to 5 major product features that increased product competitiveness.
- Acted as the key liaison between cross-functional teams, external partners, and stakeholders, facilitating communication to understand and automate financial apps.
- Led project planning and execution for 2 major website launches [AccoBee & OrganFlow], employing agile methodologies by shifting to collaborative Google Sheets.

String Consultants | Business Analyst | Erode, India.   Jan 2023 - Aug 2023

- Conducted sprint planning, reviewed UI/UX, led project meetings, documented key metrics and business processes.
- Mitigated last-minute weekend deployment pressures by implementing a proactive code freezing strategy, ensuring thorough Acce ptance Testing (UAT)
- Led sales marketing initiatives with actionable user stories and built product roadmaps to reach product goals for the SaaS platform, **SmartAppStudio**.

EDUCATION

PSG College of Technology | Coimbatore, India   (Graduated) 2019
Bachelor's in Applied Science

Vellalar College Of Engineering and Technology | Erode, India   (Graduated) 2021
Master of Business Administration | HR | Finance

SKILLS & INTERESTS

Certification: PSM 2 Scrum master.
Tools: Microsoft Excel, Word, Google Sheets, Jira, Confluence, Notion, Figma, Miro
Skills: Market Research, User Story Creation, Agile Methodology, Client Communication, Competitive Analysis, UAT Testing, and Presentation Skills.