

Karan Shetty

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EXPERIENCE

Product Manager | Product Owner

Kaiser Permanente (via ProKarma)

6/2017 — Present

- Led the ideation, design, execution and launch of an internal web application to manage Digital ID cards. This tool is currently saving the organization more than \$1million per year by reducing time and IT dependencies
- Accountable for over 200 Kaiser Permanente mobile ID cards, which is available via the iOS and Android app
- Achieved 40% increase in year over year mobile ID card user engagement from past 3 years, which is one of the highest user growth rates at Kaiser.
- Own the product backlog and prioritize various feature via JIRA, based on user feedback, analytics, technical feasibility and budget to meet the company's vision and improve customer satisfaction
- Developed product vision, strategy, roadmap and identify timelines for feature releases by working with Program Managers and Sr. Product Managers
- Led cross-functional teams such as design, development, testing and regional stakeholders to improve existing and define upcoming features
- Liaison between technical teams and business stakeholders for strategic implementation of new technology solutions and features within the product

Business Systems Analyst

Kaiser Permanente (via ProKarma)

6/2015 – 6/2017

- Led a team of engineers and designers to develop a high visibility website from concept to launch within 4 weeks
- Shipped an iPad app for the Kaiser Sales team to increase productivity by 30%. I was responsible for driving the discovery, UI/UX design, development, testing and implementation
- Worked with C-level executives to identify company pain points and present useful solutions
- Provided training sessions, FAQ's, user guides and demos for users to understand the tool, driving user adoption by 2x
- Managed project timelines to deliver on all key milestones, earning praise for ability to navigate ambitious needs

Jr. Business Systems Analyst

ProKarma

12/2013 – 6/2015

- Worked on multiple projects, gathered requirements from architects, business stakeholders and client management to meet project goals
- Created a conceptual website on the future of healthcare, which was presented at the HIMSS conference
- Performed data analysis and data mapping for a well-known construction company to build an automated rental calculator, that is currently being used
- Developed an on boarding playbook for a large financial institution which improvised their new hire process

Product Management Intern

SAP

08/2012 - 08/2013

- Created a comprehensive report (via customer interviews, surveys, analyst reports) to help the team identify their major competitors. This report helped the team make strategic product decisions
- Played the role of a social media manager by creating engaging content and defining KPIs to track the success. We increased users by 80% over a period of one year. The target channels were LinkedIn, facebook and YouTube
- Implemented SEO strategies by using Google Analytics to improve traffic by 3x

EDUCATION

M.S. Information Systems

Leavy School of Business, Santa Clara University

09/2011 - 09/2013



Santa Clara, CA

B.S. Computer Science

Manipal Institute of Technology, Manipal University

06/2006 - 05/2010



Manipal, India

ACHIEVEMENTS

What are you most proud of?

- Led a team of 7-10 to develop a website from scratch in 4 weeks. This design use case is featured on ProKarma's website
- Led the team to develop an internal self-service tool for business users, which reduced IT costs by 300-400k per quarter
- My proactive contributions and the ability to work on multiple projects at once has earned me the Outstanding Employee of the Year twice in a row at ProKarma
- Achieved 40% increase in year over year mobile ID card user engagement from past 3 years, which is one of the highest user growth rates at Kaiser