

AYESHA DOSHI

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Product management professional with a Certified Scrum Product Owner (CSPO) certification and progressive experience in:

- Managing product design and development from idea to reality
- Strategic planning and execution
- Coordinating and leading product launches
- Managing relationships with internal and external stakeholders
- Product roadmap development
- Experience in Web, AI/ML

PROFESSIONAL EXPERIENCE

Product Owner, Financial and Operational Reporting for Broker/Dealers, FINRA June 2019 - Present

Leading the design and development of a next generation financial reporting platform that will service SEC mandated financial reporting and FINRA schedules that are used by all broker-dealer firms in the US and several foreign firms.

- Successfully launched, deployed and continuing to iterate on a financial reporting system that increases filing accuracy and reduces regulatory burden for users
- Managing ideation to launch of 50+ product features with a cross-functional team of engineers, testers, business analysts and designers
- Defining product vision, roadmap, product requirements and gained consensus on the MVP and KPIs
- Engaging with c-suite, business stakeholders, FINRA members firms and the SEC to conduct demos, provide updates and gather feedback to influence product design and to assess and address gaps
- Supporting technical and operational feasibility analysis and identifying areas for business and technology process improvements by collaborating with business users in support of FINRA's regulatory mission
- Documented functional business requirements, process flows, use cases and acceptance criteria

Product Owner, Analytics, FINRA Jan 2019 - May 2019

Managed a cross-functional scrum team including engineers, testers, business analysts and UX designers

- Spearheaded design and implementation of mission critical projects, delivering business value through sophisticated UX and data analytics leading to improved satisfaction for both internal and external users
- Created high and low fidelity mockups, conducted usability studies with the user to gather feedback and prioritized enhancements
- Implemented agile development strategies and effectively performed sprint planning, sprint demos, sprint retrospectives, prioritization of backlog, managing sprint velocity, writing user stories, defining epics that were tracked in Jira/Confluence all geared towards delivering a quality product
- Performed data analysis on a machine learning R&D project, identified data points that could be used for labeling the data to train the model saving the users 100 hours of manual review and use the model to improve the efficiency of the filings review process
- Identified integration opportunities with an enterprise wide digital transformation and data collection initiatives and devise strategies to minimize integration impacts to deployment timelines while managing business expectations
- Defined goals and identified use cases in collaboration with the QA teams for User Acceptance Testing to assess the usability of the new version of the application and gather any insights directly from the users

Senior Business Analyst, Complaints Analysis & Trending System, FINRA Mar 2018 - Dec 2018

Supported software development and quality assurance teams to produce quality software and meet critical deadlines for projects.

- Determined software requirements for a feature or enhancement using techniques like joint application design sessions and user interviews
- Facilitated meetings of business and technology management discussing software rollout strategies, goals and addressing any bug fixes or evaluating logic changes that may affect deployment timelines
- Defined the overall information flow architecture and translated it into wireframes to aid web designers in their design process
- Collaborated with subject matter experts to research FINRA's business processes and analyze stakeholder needs by conducting Interviews

Senior Business Analyst, Targeted Registered Rep Program, FINRA

June 2017 - Feb 2018

Supported data provisioning for R-based predictive models that help identify securities professionals and organizations who pose a heightened risk to customers.

- Performed data profiling, discovered data anomalies and identified ways to leverage data in support of FINRA's regulatory mission
- Gathered analytical requirements and supported a team of data engineers and data scientists during the model development phase
- Identified FINRA-wide data sources and shared recommendations stakeholders for improvements based on statistical analysis using Hive and Excel

Technology Intern, FINRA

Summer 2016

- Developed interactive Tableau dashboards to facilitate advanced analytics enabling efficient and data driven decision making
- Created dataflows using Visio and performed SQL queries to develop new reports in Cognos improving efficiency of Agile/Scrum teams
- Defined Business Requirements Document to implement reports by communicating directly with the business professionals
- Used Atlassian Confluence Team Collaboration Software to maintain workflow traceability, meeting notes and workflow diagram

EDUCATION

M.S. in Information Management & CAS in Data Science, Syracuse University, NY **GPA: 3.87** **May 2017**

Relevant Courses: Applied Data Science, Business Analytics, Information Systems Analysis, Global Financial Systems Architecture

B.E. in Computer Engineering, University of Mumbai, India

GPA: 3.65

May 2015

Relevant Courses: Database Management System, Data Warehouse & Data Mining, Object Oriented Software Engineering, Statistics

SKILLS

- Business Applications: Miro, Jira, Snag it, Aha!, Confluence, Microsoft Office Suite, Visio, MS Project, AWS Analytics, Machine Learning and Artificial Intelligence services
- Data Analysis: SQL Workbench, Oracle SQL Developer, MS Access, Tableau, Power BI, Cognos, Qlik and Google Analytics
- Programming languages and Web technologies: SQL, Hive, Python, R, Java, HTML5, CSS3, Javascript, and PHP