Alankrita Priya

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SKILLS

Product	Customer Interview, Requirements gathering, User Stories, Resource Planning, Prioritization, Risk and Issue Management, Process Improvement, Launch Management
Software	Jira, Confluence, Trello, Pivotal Tracker, Adobe Creative Suite, Invision, Balsamiq, PowerPoint, Excel, Looker, Google Analytics, Optimizely, Lucidchart, Amplitude
Design	Design Thinking, User Experience Design, User Interface Design, Mobile Design, A/B Testing, Usability Acceptance Testing, User Persona, Wireframe, UX/UI
Technology	HTML, CSS, JavaScript, Python, SQL, Elasticsearch, AWS, Kafka, Docker, Kubernetes
Strategy	Cross-Functional Team Lead, Agile/Scrum/Kanban, Innovation, Product Backlog, Product Lifecycle, Product Roadmap, Lean Startup, Work Breakdown Structure, Stakeholder Management, Go-to-Market activities, KPIs, OKRs, Scalability

EXPERIENCE

Enfuse.io   Irvine, CA

Technical Product Manager   11/2019 – Present

- Lead end-to-end development of search engine product and data pipeline for public records of PeopleFinders that focuses on providing enterprise & consumer access to address histories, phone numbers, background check

- Partnered with business, sales, CS team to gather requirements, built product roadmap to incorporate property dataset with 4 billion records into the search engine, resulting in a 30% increase in conversion rate

- Collaborated with property dataset vendor (CoreLogic), data scientists and data engineers to strategize and build data pipeline processing dataset into an API consumable format, decreasing time to production from 1 week to 20 hours

- Provided various options to modernize infrastructure and gained buy-in from stakeholders to conduct a POC on the usage of Elasticsearch in place of MongoDB and MySQL, met SLA of 250 ms for 1000 requests/second issued leading to enhanced search capabilities on person dataset and 75% decrease in response time of queries

- Implemented lean methodologies — Inception workshop, Discovery & Framing, Weekly Cadence (Daily standup, IPM, Pre-IPM, Retro) and Extreme Programming for development – Pair Programming, CI/CD, Test driven development reducing product development lifecycle, gathering early feedback to achieve viable solution

- Wrote detailed technical user stories outlining business value to be achieved, relevant acceptance criteria, prioritized and managed the product backlog in Jira

The Auerbach Global Impact Foundation   Irvine, CA

Product Manager   03/2019 – 10/2019

- Owned end-to-end development of a web application, built to serve a central resource for successful operation of any nonprofit organization and provide services such as fundraising, marketing, training through video tutorials

- Conducted user research to understand customer pain points, translated the findings in easy to follow PRD, partnered with stakeholders and prioritized requirements, built a product roadmap to work on implementation

- Collaborated with design team to create wireframe of the web app and engineering team on the development initiatives to build the platform, used agile framework to gather quick feedback and iterate on the product

- Supported the go-to-market process and worked closely with marketing team to achieve product launch readiness and drove the app adoption through digital marketing

- Used Google Analytics to measure different metrics for the website such as traffic source, conversion and bounce rate, identified the bottlenecks in providing a seamless customer experience and incorporated the results to further optimize product design resulting in a 60% increase in new customer acquisition rate

- Determined total market size and target customers to drive development of MVP, mobile gaming application designed to increase awareness on social issues and uses in app purchases to drive charity contribution towards organizations of customer's choice

Rubicon Global   Atlanta, GA

Product Manager   06/2018 – 09/2018

- Lead development of customer portal (web & mobile app) for a product in environmental services industry built to provide smart waste and recycling solution options to businesses and government worldwide

- Took ownership of elements required to deliver the app including product roadmap, research, creating user stories, sprint planning, design and developer collaboration, user testing and release planning

- Implemented feature enhancements for the customer portal incorporating customer feedback, resulting in enhanced user experience as observed from spike in service request by 75%

- Conducted A/B testing of Services section within the customer portal using Optimizely to identify most viable design resulting in 55% decrease in bounce rate

- Followed agile framework, collaborated with cross-functional stakeholders gathering requirements and prioritizing initiatives on an ongoing basis in line with strategy, business KPIs, and customer value

- Pitched the idea and drafted plan to adopt the use of tag functionality in the product replacing the traditional search option which simplified the process searching an item by the user, reducing time taken by 70%

Duke University   Durham, NC

Product Consultant   09/2017 – 12/2018

- Worked on 1st product idea to solve challenges around distributing leftover food from Duke University dining halls to nearby places in need of food- like shelters, orphanage, reducing food that would go wasted otherwise

- Conducted research to identify the major pain points, total available market, serviceable available market, product launch plan indicating the major timelines, the Go-To-Market Plan, Marketing Strategies

- Designed product interface to demonstrate the idea of providing the link between donating institute and receiving institute, developed a financial plan in alignment with vision of reducing Food Insecurity

- Worked on 2nd product idea to overcome problem of inefficient transportation around Duke University by providing a sustainable carpooling option to students with potential to decrease their monthly expense by $50

- Drew a character map, conducted survey from 100 different students to get an in-depth understanding of their pain points and identify the target users for the product.

- Built a rapid product prototype in alignment with the requirement to effectively demonstrate our innovation. Carried out User Testing for the product and used the feedback to further enhance the product

Accenture   Bangalore, India

Product Analyst   07/2015 – 08/2017

- Performed market research for a client from banking industry to support platform migration, adoption of digital channels for their core banking product helping reduce churn rate by 40% annually

- Analyzed Salesforce CRM data and segmented customers based on age, gender, location, annual income to determine target users for new product opportunities

- Monitored client incidents, generated KPI's and SLA metrics, forecasted issues alleviative client impact by 40%

- Conducted end-to-end analysis that included data gathering and requirements specifications, processing, analyzing, and effectively communicating findings, key insights to various functional leads

- Spearheaded competitive analysis to gauge upgrades needed for improving the overall customer experience

- Collaborated with cross-functional teams to resolve product related queries and deliver product enhancements

EDUCATION

Duke University   Durham, North Carolina

Master of Engineering Management   2018

Manipal University   Manipal, India

(B.Tech.), Engineering   2015

CERTIFICATIONS

Certified Scrum Product Owner (CSPO)   2019