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## Product Owner & Project Manager

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Product Owner & Project Manager with a strong foundation in **Computer Science**. Currently pursuing a **Master's in Business & Innovation (MBI)** at **Savannah College of Art and Design (SCAD)**. Journey shaped by multiple startups, building digital products from scratch by integrating user-centered design, technical feasibility, business strategy, and market research. Adept at leading cross-functional teams to deliver innovative, scalable solutions that drive real-world impact, especially 0→1

### Career Experience

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#### BMW Group

10-week sponsored industry collaboration with BMW Brazil X SCADpro

##### Sprint Master

Sept 2025 - Nov 2025

- Led Agile sprints and cross-functional collaboration as Sprint Master for a 21-member SCADpro x BMW team, managing workflows, delivery, and facilitated a co-creation workshop with BMW internal team.

#### WE AGENCY

WE Agency is a technology and product design company, I founded to turn bold ideas into real-world digital solutions. I oversee strategy, client relationships, and the complete product journey from concept to launch.

##### Product Owner

Apr 2023 - Present

- Founded and led a product design studio transforming bold ideas into digital products, overseeing strategy, client relationships, and full product journeys from ideation to launch.
- Directed end-to-end development for Place.club social platform, facilitating discovery workshops, leading user research, defining MVP scope, and driving UX/UI for web and mobile, resulting in securing ~\$120k seed funding.
- Built scalable design systems enabling rapid iteration and enhanced development efficiency.
- Digitized workflows for Ausbildung Assist CRM in Germany, achieving 90% efficiency gains, 110% revenue lift, and conversion rate improvements from 35% to 85%.
- Defined product roadmaps, ran Agile sprints, and delivered platforms adopted by leading German industry partners.

#### WE THINK APP

##### Product Owner

Oct 2023 - Aug 2024

- Transitioned into product ownership during shift from design studio to product-led organization.
- Spearheaded development of Blueton Analytics, India's first comprehensive cloud-based Manufacturing Execution System (MES), during company transition to product-led model.
- Led market and user research to define MVP strategy, crafted scalable UX/UI for 45% of core features, and collaborated with engineering for seamless integration.
- Managed Agile sprints, stakeholder workshops, and enterprise launches, resulting in successful first-client onboarding.
- Achieved 40% operational efficiency improvements, cost reductions, and enhanced worker performance in blue-collar manufacturing.

### Associate Product Owner

Jun 2023 - Sept 2023

- Led UX design for AI & B2C platforms, shaping flows, wireframes, and visuals for Extview and Profolo, driving +30% feature adoption and +25% engagement.
- Supported product strategy & delivery, contributing to roadmaps, sprint planning, and client workshops, cutting release cycles by 20% and enabling smooth MVP launches.

### UX Researcher

Jan 2023 - May 2023

- Scaled user adoption across EdTech & SaaS, delivering +50% completion, +35% active users, +25% enrollments, -40% drop-offs, and app ratings 3.2 → 4.5.
- Led UX research & redesigns, streamlining workflows and driving 45% growth in multi-device adoption.

## ZEMOSO TECHNOLOGIES

### UX Designer

Aug 2022 - Jan 2023

- Delivered research-driven UX for FarmFood AgriTech, simplifying transactions and lifting first-time buyer conversions by ~40% with accessible designs.
- Designed end-to-end flows for Klipglobal wellbeing platform, enhancing engagement, goal tracking, and outcomes for users and organizations.

### UX Design Intern

April 2022 - Aug 2022

- Assisted senior designers with wireframing, user flow mapping, design iterations, usability testing, and research to create intuitive interfaces enhancing satisfaction.

## DRDO, Ministry of Defence, Govt. of India

### Android Development Intern

May 2021 - Aug 2021

- Developed hybrid Android app for Directorate of Space Systems, transforming legacy website into functional mobile tool improving usability and efficiency for internal usage at Directorate of Space Systems and Technologies (DRDO).

## ZEMOSO TECHNOLOGIES

### Software Engineer Intern

May 2020 - Aug 2020

- Contributed to coding tasks and real-world projects, building foundational programming and problem-solving skills in collaborative engineering teams.

## Education

### Savannah College of Art and Design (SCAD)

Savannah, GA, USA

Masters in Business & Innovation (MBI)

### Mahatma Gandhi Institute of Technology (MGIT)

Hyderabad, India

B.Tech in Computer Science

## Tools

Figma | FigJam | Jira | Adobe Creative Cloud | Marvel App | Sketch | Miro | Webflow | Lottie Files | Github | Frammer | Asana

## Skills

UX Research | UX Design | Scrum/Agile | Stakeholder Management | Market Research | HTML/CSS | Python | Java Script | DBMS