

## ANANYA ROY CHOWDHURY

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**Certified Scrum Product Owner (CSPO®)** with a master's from Duke University and 4 years of experience in software agile development, leading end to end product lifecycle for SaaS and web based platforms. Skilled in driving customer engagement, translating needs into high impact solutions, delivering measurable outcomes through data informed decisions and agile execution. Known for aligning product strategy with evolving market trends and optimizing performance through continuous iteration and user feedback.

### WORK EXPERIENCE

#### [Credit Saint LLC](#)

Associate Product Manager

New Jersey, United States

February 2024 - July 2024

- Spearheaded the **0-1 launch** of a credit repair solution, defining roadmap and key features, driving **\$2.5M in new business revenue**
- Managed a cross-functional team of 15+ engineers, UI/UX designers and marketing teams, overseeing sprint planning, backlog grooming, and risk assessment in **JIRA**, ensuring **100% on-time delivery** of key milestones and reducing **project delays by 40%**
- Mapped customer journeys in **Lucidchart** to identify gaps in sales and support workflows, implemented CRM automations and streamlined customer onboarding to enhance user experience; **halved** sales/support call durations, achieving **47% lead conversion**
- Designed and executed A/B testing for new payment features using Quicksight analytics to track key product metrics and user behavior, enabling sales and marketing with insights and promotional tools that drove a **35% increase in transaction volume**

#### [Reality AI Lab](#)

Product Manager Intern

New York, NY

June 2023 - August 2023

- Established a product vision and authored product requirements documents (PRDs), epics, and user stories, prioritizing features and managing dependencies using **ClickUp**, resulting in a **20% faster time-to-market** for the MVP of the AI-driven SaaS product
- Redesigned user journeys and entire UI layout by creating Figma wireframes, increasing Net Promoter Score (NPS) **from 5 to 7**
- Conducted market research, competitive analysis and usability testing to analyze user behavior and identify target user personas and key product differentiators, optimizing product's value proposition and go-to-market strategy that led to **70,000 user sign-ups**

#### Accenture (Client: [De Lage Landen](#))

Product Owner (Enterprise Integrations Platform)

Bangalore, India

December 2020 - July 2022

- Led integrations for **400+ third-party applications**, streamlining ETL and API workflows, defining system requirements, functional specifications and acceptance criteria in **Azure DevOps** for prioritizing development efforts, **achieving 5x faster data exchange**
- Pioneered change readiness and risk management by implementing an analytical framework with key performance indicators (KPIs) monitoring and real-time risk alerts for EDI transactions, **saving 60 troubleshooting hours** daily and **\$600K** annually in operations
- Spearheaded User Acceptance Testing (UAT) to validate new features and bug-fixes, achieving **96% customer satisfaction score**
- Facilitated scrum ceremonies for iterative agile delivery, removing blockers, boosting sprint velocity by **30%** for **7+ global teams**

Product Analyst (Enterprise Integrations Platform)

February 2019 - December 2020

- Served as an SME for the technical support teams, leading incident and problem management, overseeing product releases, QA testing, and continuous process improvements; ensured **100% SLA adherence**, reducing backlog from **500 to 10 active incidents**
- Built an organization-wide knowledge hub with **Confluence** for business and technical documentation, including system design, SOPs, progress reports, test plans, use cases, business requirement documentation, reducing new hire onboarding time by **6 weeks**

### CONSULTING PROJECTS

Product Manager Consultant | [Sparc](#) | Washington, D.C

August 2023 - December 2023

- Implemented design thinking strategy to diagnose gaps in the recruitment platform, perform customer journey mapping and prioritize UX/UI upgrades using **Miro**, resulting in a **2-year roadmap** and MVP prototypes; **reduced customer churn by 56%**
- Gathered product development insights by leading an interdisciplinary team through **50+ stakeholder interviews**, resulting in the identification of key problem statements and informing a market-aligned product strategy that **boosted website leads by 200%**

Product Manager Consultant | [Allay Therapeutics](#) | San Jose, CA

January 2023 - May 2023

- Executed Voice of Customer research with Total Knee Arthroplasty (TKA) patients and clinicians, analyzing **100+ surveys and interviews** to uncover market trends and customer pain points, informing a Go-To-Market strategy that secured **executive buy-in**
- **Created SQL reports and Tableau dashboards** to drive product growth and improve stakeholder understanding by **45%**

### EDUCATION

#### Duke University

Master of Engineering in Engineering Management

Durham, United States

Graduation Date: December 2023

- Relevant Coursework: Product Management, Marketing, Design Thinking and Innovation, Competitive Strategies

#### West Bengal University of Technology (W.B.U.T)

Bachelor of Technology in Electronics and Communication Engineering

Kolkata, India

Graduation Date: June 2018

### CERTIFICATIONS AND SKILLS

**Certifications:** Certified Scrum Product Owner (CSPO®), Project Management Professional (PMP) candidate

**Product Management:** Product Road Mapping, Data Analytics, Product Launch Strategy, Market Research, User Experience Design (UED), Customer Success, Data Visualization, Rapid Prototyping, Software Development Life Cycle (SDLC), Go-To-Market (GTM)

**Project Management:** Vendor Management, Stakeholder Management, Scrum & Agile Methodologies, Kanban, SAFe Agile framework

**Technology:** Atlassian Suite (JIRA, Confluence, Trello), Power BI, Figma, Quicksight, Tableau, Azure DevOps, Airtable, Miro, Canva, Notion, Microsoft Office Suite (Excel, Word, PowerPoint), SQL, HTML5, JSON, CSS, Postman, Salesforce, Asana, Rest APIs