ANANYA ROY CHOWDHURY
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Results-driven and user-focused product management professional with 4 years of FinTech and Consulting experience in software development, managing the full product life cycle, from discovery through deployment. Proficient in defining product requirements, conducting A/B testing and market analysis, and executing hands-on Quality Assurance (QA) to deliver exceptional user experiences. Skilled in utilizing data analytics to analyze key performance metrics and prioritize backlogs aligned with business goals. Proven ability to collaborate with C-level executives, clients, and cross-functional teams to drive innovation and deliver 0-to-1 products in agile, fast-paced environments. Certified Scrum Product Owner (CSPO®), dedicated to driving growth through customer-focused solutions.

WORK EXPERIENCE

Credit Saint LLC   **New Jersey, United States**
Associate Product Manager   *February 2024 - July 2024*
- Handled a portfolio of 3 core products (Acqalify, Bolster, CreditSaint) and partnered with third-party vendors and stakeholders to integrate 4 new SaaS applications across existing web and mobile platforms, **saving $100K annually** in operational costs
- Led a team of 15 engineers, UI/UX designers, and marketers for the successful rollout of a **0-1 consumer product**, by driving the product roadmap, detailing feature specs and grooming backlogs in JIRA, **generating $2.5M** in new business revenue
- Identified gaps in sales and customer service workflows through detailed process mapping in Lucidchart, leading to the automation of CRM operations and complete overhaul of the user experience; doubled sales productivity, achieved **47% lead conversion rate**
- Executed A/B tests on new payment features in the "Bolster" mobile application, utilizing customer feedback and Quicksight analytics for data-driven decision-making on pricing and ongoing feature enhancements, increasing **user engagement by 30%**

Sparc *(Link)*   **Washington, District of Columbia**
Product Manager Consultant   *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 ClickUp, 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%**

Radical AI *(Link)*   **New York, NY**
Product Manager Intern   *June 2023 - August 2023*
- Established a product vision and authored product requirement documents (PRDs), epics, and user stories, prioritizing product development efforts through Azure DevOps, resulting in a **40% faster time-to-market** for the MVP of the AI-driven SaaS product
- Redesigned website flows and entire UI layout by creating Figma wireframes, **increasing Net Promoter Score from 5 to 7**
- Built an organization-wide knowledge hub with Confluence for functional and technical documentation, including SOPs, training materials, release notes, use cases and business requirements specifications, **reducing new hire onboarding time by 6 weeks**
- Conducted market research, competitive analysis, and usability testing to gather user requirements, identify target audience and key differentiators, resulting in an optimized product value proposition and market positioning that led to **70,000 user sign-ups**

Allay Therapeutics *(Link)*   **San Jose, CA**
Product Manager Consultant   *January 2023 - April 2023*
- Executed end-to-end user research, including analysis of 100+ surveys and 20 'Voice of Customer' interviews, to gain insights into industry trends and customer pain points, resulting in a comprehensive Go-To-Market strategy that secured executive buy-in
- Developed interactive Tableau reports to visualize customer preferences, pinpointing opportunities for product growth and presenting solutions for product adoption, leading to a **45% improvement in stakeholder understanding** of market demands

Accenture   **Bangalore, India**
Product Analyst (Enterprise Integrations Platform)   *February 2019 - July 2022*
- Spearheaded integration software solutions for a $50B vendor finance client, automating data transfers between **400+** internal and external business applications, **accelerating data exchange by 5x** through API management, saving **$600K** annually in operations
- Defined acceptance criteria and executed user acceptance testing (UAT) for new releases and bug-fixes, achieving a **90% reduction in high-priority support tickets, saving 125 productive hours daily** on critical issues like access and payment failures
- Pioneered risk management by implementing an analytical framework with automated alerts and real-time KPI monitoring, troubleshooting technical bottlenecks and escalating critical issues to leadership; achieved a **customer satisfaction (CSAT) of 96%**
- Facilitated scrum ceremonies for iterative project delivery, **boosting team velocity by 30%** for 7+ global cross-functional teams

EDUCATION

Duke University   **Durham, United States**
Master of Engineering in Engineering Management   *Graduation Date: December 2023*
- Relevant Coursework: Product Management, Marketing, Design Thinking and Innovation, Competitive Strategies

Calcutta Institute of Engineering and Management (C.I.E.M)   **Kolkata, India**
Bachelor of Technology in Electronics and Communication Engineering   *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 and Interpretation, Product Launch Strategy, Market Research, User Experience Design (UED), Data Visualization, Product Requirements, Go-To-Market (GTM), Product Development Life Cycle (PDLC)
Project Management: Stakeholder Engagement, Vendor Management, Agile & Scrum Methodologies, Kanban, SAFe, Lean, Six Sigma
Technology: JIRA, Confluence, Power BI, Figma, Quicksight, Tableau, Azure DevOps, ServiceNow, Zendesk, Airtable, Miro, ClickUp, Canva, Salesforce, Notion, Trello, Microsoft Office Suite (Microsoft Excel, Word, PowerPoint), SQL, HTML/CSS, Postman, REST APIs