ANANYA ROY CHOWDHURY

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Entrepreneurial-spirited professional with expertise in product management, product marketing, application development, business consulting and operations management in fast-paced environments. Successfully demonstrated strong analytical and critical thinking skills with a problem-solving mindset, contributing to a dynamic and positive work environment. Experienced in high-stakes engagement with C-level management, embracing change, and driving innovation across diverse projects.

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, Finance

Calcutta Institute of Engineering and Management (C.I.E.M)   **Kolkata, India**
Bachelor of Technology in Electronics and Communication Engineering   *Graduation Date: June 2018*

WORK EXPERIENCE

RadicalX   **New York, NY**
Product Manager Intern *(Link)*   *June 2023 - August 2023*
- Transformed product vision into an effective roadmap, defined feature specifications and prioritized user stories for the UI/UX, engineering and marketing teams by utilizing ClickUp, launching the MVP of the AI-driven SaaS product **within 3 months**
- Revamped website design and user experience by creating Figma mock-ups, **boosting Net Promoter Score (NPS) from 5 to 7**
- Developed an early-stage pricing model through extensive market research and competitive analysis, identifying key target segments and influencing go-to-market strategies that **increased beta sign-ups by 150%**, with **5000+ active users** in beta phase
- Conducted user testing and analyzed key performance indicators (KPIs), gathering feedback to identify gaps in product value proposition and inform improvements, **enhancing user engagement by 400%,** increasing **time-per-session from 5 to 25 mins**

Accenture   **Bangalore, India**
Application Development Analyst   *December 2020 - July 2022*
- Acted as a liaison between product and engineering teams to translate business and functional requirements into **2K+ user stories**, defined acceptance criteria and streamlined backlog using Azure DevOps, **enhancing sprint completion rate by 30%**
- Implemented proactive risk management strategies by closely monitoring key performance metrics, troubleshooting technical bottlenecks and promptly escalating critical issues to leadership, resulting in a **customer satisfaction (CSAT) rating of 95%**
- Utilized BI dashboards to identify inefficiencies in system workflow and led improvements by automating error-handling mechanisms for financial processes, **cutting manual labor by 35%** and **saving $100k in operational costs annually**
- Facilitated scrum ceremonies and introduced Kanban for 7+ global cross-functional teams, **increasing team velocity by 25%**

Application Development Associate   *February 2019 - December 2020*
- Managed and optimized end-to-end integrations for **400+** applications by implementing a robust API Management framework, **increasing transaction speed by 5x**, achieving **100% uptime** across all applications for a $50B global vendor finance enterprise
- Defined test cases and executed user acceptance testing (UAT) for new feature releases and bug-fixes, achieving **90% decrease in high-priority support tickets** on complex issues (access, data transfers, payment failures), **saving 60 productive hours per day**
- Authored Standard Operating Procedures (SOPs), release notes, technical specifications documentation and developed training sessions for internal and external stakeholders, enhancing team knowledge base**, reducing new hire onboarding time by 6 weeks**

PROJECT EXPERIENCE

Sparc | *Design Thinking Student Consultant* *(Link)*   August 2023 - December 2023
- Utilized design thinking strategy to create user stories, storyboards and MVP prototypes, boosting **customer engagement 35%**
- Conducted 50+ cross-functional stakeholder interviews to understand user problems, mapped customer journeys, curated empathy maps, prioritized UX/UI features using Miro and defined success metrics, reducing **customer churn rate by 56%**

Allay Therapeutics | *Product Marketing Student Consultant* *(Link)*   January 2023 - April 2023
- Analyzed industry trends and competitive landscape through in-depth market research, including 60+ "voice of customer" surveys and 5+ interviews, resulting in a comprehensive Go-To-Market (GTM) strategy that achieved **100% executive buy-in**
- Utilized Tableau to create interactive data-driven dashboards that visualized customer preferences and product performance metrics, recommending solutions for product growth that led to a **40% improvement in stakeholder decision-making processes**

LEADERSHIP EXPERIENCE

- ***DEI Leadership (Accenture):*** Orchestrated DEI campaigns by engaging 5,000+ employees, raising DEI survey scores by 35%
- ***Student Mentor (Gradvine):*** Guided 10+ students in international study applications, achieving a 95% program acceptance rate
- ***Cultural Club Head:*** Led team to 1st place in 20+ inter-collegiate cultural festivals, boosting club membership by 50%

CERTIFICATIONS AND SKILLS

Certifications: Certified Scrum Product Owner (CSPO®), Project Management Professional (PMP) candidate
Product Management: Product Roadmap Development, Data Analysis & Interpretation, Market Research, Pricing Strategy, UI/UX, Wireframing, Data Visualization, Prototyping, Customer Success, Go-To-Market (GTM) Strategy
Project Management: Stakeholder and Vendor Management, Agile & Scrum Methodologies, Lean Methodology, Kanban
Tools and languages: JIRA, Power BI, Tableau, ServiceNow, Zendesk, Visio, Azure DevOps, Airtable, Figma, Miro, ClickUp, Canva, Salesforce, Mural, Confluence, Notion, Microsoft Office Suite (Excel, Word, PowerPoint), SQL, HTML/CSS, Postman