UjwalaPoojari

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| English, Hindi, Arabic(learning) |
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Experienced product management professional with 7.9 years of proven track record in executing successful strategies through market and user research. Skilled in driving innovation, launching high-impact products, and delivering value to businesses. Conceptualized and developed a video-based online shopping platform. Ready to make a significant impact on your organization's growth. As an aspiring sustainable product manager, I am committed to creating conscious products that meet both customer demand and sustainable business practices.

# Experience

April 2022– March 2023

Product Manager / Product Owner

**Deluxe Holiday Homes, Dubai**

# Developed and implemented product vision and strategy along with the management team, by creating product roadmap that aligns with business objectives.

# Managed stakeholders across cross-functional teams, including engineering, UI/UX, marketing, and sales, to ensure product delivery on time.

# Increased user satisfaction through regular collection and analysis of user feedback to shape product ideas and user requirements.

# Developed and implemented 30+ wireframes to test and validate product concepts and ideas. Iterated on product prototypes and wireframes based on user feedback, analytics, and market trends to improve user experience and product functionality.

# Streamlined product development process resulting in a 30% reduction in time-to-market for new features, by creating user personas, customer journey maps, and other design artifacts to communicate user needs and insights to the broader team.

# Develop and maintain product documentation including product requirements, user stories, and use cases.

# Improved user functionality by incorporating design thinking into the development of products/services, understanding the needs and desires of users, and using that insight to create 20+ user-centered features.

# Conducted competitive analysis and market research to identify trends and opportunities, leading to the development of new features.

# Implemented Agile Scrum & Kanban methodologies, resulting in a 20% increase in productivity.

# Successfully designed 2 new products by creating user stories, preparing, and prioritizing product backlogs, and communicating design concepts and rationale to stakeholders and team members through visual storytelling and presentations.

# Was handling following products.

# Property Management system – Maintained properties, Bookings, Operations, and support activities.

# Landlord, Agent, Guest Portals

# Revamping of website

# Inhouse ERP system – Vehicle Management, Fit Out department, Warehousing.

# Software’s Used - Jira, Confluence, Figma, draw.io, lucid app, Monday.com, Notion

# Methodology Used – Agile - Scrum with Kanban

Oct2021– Feb2022

Technical Product Specialist

**Unique Computer Systems, Sharjah**

# Analyzing customer requirements and recommending technical solutions that optimize value for both the customer and the company by writing user stories and maintaining the backlog.

# Collaborating with cross-functional teams, including product managers, engineers, and marketers, to ensure alignment on goals and guide decision-making using design thinking principles.

# Creating and maintaining technical documentation for internal development teams.

# Utilizing data and metrics to evaluate the effectiveness of designs and iterate on solutions to enhance user experience.

# Providing coaching and professional development to sales associates to enhance their product knowledge and sales skills.

* Was handling following products.
* SalesWorx – A Mobile field Sales management
* PharmaWorx
* Digisal – Delivery management
* AssetTrax- Asset Management

JUN2019–SEPT2021

Product Manager/Owner

## Ranktech Solutions, Mumbai

• Drive the development and implementation of strategies that align with the company's vision and roadmap, working closely with senior management for support.

• Identify the product's key features, target markets, growth opportunities, and implementation roadmap, ensuring effective communication with stakeholders throughout the product development cycle.

• Produce and review business analysis documentation, including Product Requirement Documents (PRDs), Business Requirement Documents (BRDs), Functional Specification Documents (FSDs), Scopes, and Project Charters.

• Collaborate with cross-functional teams to gather product requirements and translate them into actionable product requirement documents, epics, and user stories.

• Create, maintain, and prioritize the product backlog, ensuring it accurately reflects customer needs and aligns with the product vision.

• Conduct thorough user research to create customer-centric products that meet the needs, pain points, desires, and behavior patterns of our target audience, using techniques such as interviews, surveys, and observation sessions.

• Follow Agile methodologies to develop web and mobile applications, ensuring seamless collaboration between development teams, and timely delivery of high-quality products.

* Handling following products:
  + Video Shopping Platform
  + Motor Claims in Insurance
  + Video Education
  + Video Banking
  + Automobile Platform
  + MyDoctor application
  + Government

DEC2016–MAY2019

Senior Business Analyst & Pre Sales

## Ranktech Solutions, Mumbai

# Engage with prospects and clients to understand their business needs and identify opportunities for solutions.

# Prepare and deliver presentations, proposals, and demonstrations to showcase company products and services.

# Conduct market research and analysis to identify industry trends, competitive landscape, and customer needs.

# Build relationships with key stakeholders, including clients, partners, and industry influencers.

# Collaborate with cross-functional teams to identify business needs and translate them into requirements documentation.

# Analyze business processes, systems, and data to identify opportunities for improvement and recommend solutions.

# Conduct stakeholder interviews and facilitate workshops to gather requirements and ensure stakeholder alignment.

# Document and communicate business requirements and use cases to developers, testers, and other stakeholders.

# Identify and analyze trends, patterns, and insights to inform business decisions and drive continuous improvement.

# Participate in industry events and conferences to build thought leadership and generate leads.

* Handling following products
  + Kuber – Video Banking
  + Vinus – Video Insurance
  + Heka – Healthcare
  + Video Bridge
  + Video Education
  + HR System

MAR2013–AUG2014

ASST SYSTEM ENGINEER

## Tata Consultancy Services,Mumbai

* Translate stakeholder requirements to tangible deliverables such as functional specifications, user cases.
* Draftandmaintainbusinessrequirementsandalignthemwithfunctionalandtechnicalrequirements
* Develop Software as per requirement Unit Testing, Integration Testing, System Testing to deliver bug free software Documentation and Presentations

# Education

MAY2017

## MBAinMarketing&IT/IBS,Mumbai

JUN2012

## B.E in InformationTechnology/VCET,Mumbai

**Skills Summary**

* Product Strategy & RoadMap
* Stakeholder Management
* User & Market Research
* Agile Scrum & Kanban
* Product Analytics
* Product Documentations
* Backlog Management
* EPIC & User Stories
* Jira , Confluence , Figma

**Certifications**

* + Certified Scrum Product Owner (CSPO)
  + Scrum Kanban Foundation
  + Data Analysis and Visualization foundation

# Achievements

* + Launched first video auto claim product for one insurance company in 18 days and sold the same to 4 more insurance companies.
  + Best internship (01/2017)-nominated as the best internship in IBS, Mumbai
  + Analytic Script (05/2016)- Developed an analytic script for a company named Mindstorm for my marketing internship that reduced thetimefrom4hrs.to10mins
  + Best Trainee Award (05/2013)-Was awarded the best trainee award in TCS.
  + Best Outgoing Student (04/2012) -Awarded the best outgoing student for an overall performance in Academics, Sports, and cultural event.
  + State Gold Medalist (02/2008)- State Gold Medalist in Javelin throw and represented Maharashtra in national level.