**Monika Parsa**

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**SUMMARY**

* Product Manager with 5 years of experience driving PDLC, product strategy, development, product workflow processes, and business process analysis.
* Proficient in creating wireframes and mockups to enhance user experience and streamline product development.
* Skilled in defining product roadmaps, gathering customer insights, and collaborating with cross-functional teams to deliver high-impact solutions
* Experience in developing and managing Product Burndown chart post each sprint to identify completion of requirements over time.
* Strong background in Agile methodologies, market research, and data-driven decision-making. Adept at managing full product lifecycles, optimizing user experience, and aligning product initiatives with business goals.
* Proficient in Jira, Figma, Asana, Excel, and analytics platforms to track KPIs and improve product performance. Passionate about building scalable, customer-centric products that enhance business growth and user engagement.
* Successfully launched and managed multiple 0-1 SaaS and API-based products, driving product vision, execution, and Go-to-Market (GTM) strategies.
* Facilitated elicitation techniques such as Client Interviewing, Product Training, Prototyping, Brainstorming, Surveys/Questioners, and Focus Groups.

**TECHNICAL SKILLS**

**Product Management:** Market Research, User Story Mapping, Feature Prioritization, Backlog Management, User Design, Product Strategy, Product Vision, Product Launch, Customer Journey Mapping, Go-to-Market Strategy (GTM), Business Analysis, Product Roadmaps, A/B Testing

**Project Management:** Agile Methodologies, Scrum, Stakeholder Management, Key Performance Metrics (KPI), Sprint Planning, User Documentation Writing

**Tools:** Jira, Figma, Asana, Trello, Aha, Miro, Postman, Microsoft Excel, Word, Confluence, Balsamiq, Hotjar, Notion, Zendesk, GitHub, Google Analytics, Lucid Charts, MS Visio, Sharepoint

**Technologies:** Python, SQL, Power BI, Tableau, SWOT Analysis, Multivariate Analysis, Cloud Computing, LaTeX, Artificial Intelligence (AI)

**Database:** MS SQL Server, MySQL, PostgreSQL

 **Certification**: Certified Scrum Product Owner | Scrum Alliance, Digital PM fundamental | University of Virginia

**PROFESSIONAL EXPERIENCE**

**Complify ,** NJ **Oct 2024 – Present**

Product Manager

* Led development of an MVP for an Artificial intelligence-powered, LLM-integrated compliance regulatory product for finance firms, designed to streamline regulatory workflows, automate compliance reporting, and enhance risk assessment through AI-driven insights.
* Led program activities by defining business needs and managing the go-live release schedule to elevate process workflow.
* Conducted user & market research, and developed 10+ user stories, UI/UX designs to align product roadmap with industry needs, requirements.
* Developed and maintained a quarterly product roadmap using Asana, prioritizing key initiatives to drive compliance automation and regulatory adherence.
* Created detailed product requirements and user stories using JIRA, ensuring customer-centric compliance solutions and effective feature prioritization.
* Designed wireframes / prototypes for compliance management systems using Figma and Balsamiq, collaborating with UX and engineering teams.
* Delivered technical presentations on product updates, Artificial intelligence driven compliance features, and regulatory enhancements to key stakeholders, ensuring alignment and adoption.

**Wayfair LLC , NJ May 2024 – Sep 2024**

Product Manager

* Developed and managed release timelines based on capacity and effort estimation, driving feature enhancements and execution strategies for in-house product features, increasing data processing capacity by 80%.
* Gathered requirements within an Agile/Scrum framework and confirmed delivery of User Stories directly aligned with customer needs and business goals.
* Conducted usability testing and user research, leveraging data-driven insights to improve product usability scores by 18% and iterating features to align with user preferences.
* Managed and prioritized product backlogs using Kanban boards, improving product release efficiency by 30% and enhancing team collaboration.
* Led user story mapping sessions with cross-functional teams, creating well-written user stories that improved development efficiency by 20% through clear business-technical alignment.
* Directed customer journey mapping, analyzing key touchpoints to identify pain points, leading to a 25% improvement in customer satisfaction and a 10% reduction in churn through targeted enhancements.
* Managed relationships with key stakeholders, including executives, clients, and cross-functional teams, ensuring strategic alignment on product vision and objectives, resulting in a 40% increase in stakeholder satisfaction.

**Tata Communications (Acquired Kaleyra), India** **Nov 2019 – Dec 2022**

Product Manager

* Built and launched multiple CPaaS /SaaS voice products, including IVR, Voice Outbound API, and Click-to-Call API, aimed at enabling enterprises to automate customer interactions, improve call efficiency, and enhance omnichannel communication experiences
* Led cross-functional Agile teams through end-to-end product lifecycle, including sprint planning, backlog refinement, and release management, resulting in a 10% increase in product adoption and a 20% improvement in delivery efficiency.
* Spearheaded UI/UX improvements, defined acceptance criteria, and conducted user acceptance testing (UAT) using, enhancing user experience by 30%.
* Implemented product KPIs, using data-driven insights to adjust strategies, optimize user engagement, and ensure continuous performance improvement.
* Collaborated with stakeholders, business analysts, and Scrum teams to define software requirements, develop solutions, and ensure alignment on business requirements and regulatory compliance.
* Integrated Figma with JIRA and Confluence to streamline design documentation and enhance cross-team collaboration in Product Management workflows.
* Managed end-to-end product roadmap, aligning priorities with business goals, customer needs, and market demands to drive growth and innovation. Quantified scrum reports to track team progress and strategize upcoming features; amplify team velocity by 20%.
* Orchestrated go-to-market (GTM) strategies for SaaS products, partnering with marketing teams to define vision, goals, pricing strategies, and promotional activities, ensuring successful product launches and optimal audience reach.
* Utilized Agile methodologies (Scrum, Kanban) and tools like Jira and Confluence to manage product backlogs, track progress, and ensure timely delivery of product features. Quantify scrum reports to track team progress and strategize upcoming features; amplify team velocity by 20%.

**E2E Networks Ltd, India Apr 2018 – Oct 2019**

Cloud Consultant (Product Management Focus)

* Assisted cross-functional teams in 10+ Joint Application Development (JAD) sessions, translating outcomes into documented functional requirements in JIRA, creating prioritized product backlogs and aligning business and technical teams.
* Spearheaded A/B testing initiatives across product features, optimizing user experiences and increasing conversion rates by 20% through data-driven design decisions and iterative testing of UI variations.
* Conducted market analysis and competitive research, identifying industry trends and customer needs, which led to a 15% improvement in product-market fit and accelerated implementation timelines.
* Designed and prototyped interactive mockups using Figma for new product features, reducing design-to-development handoff time by 30% and enhancing collaboration between design, development, and stakeholders.
* Regularly presented product roadmaps and performance reports to senior leadership, driving faster approval processes for new product initiatives and aligning product strategies with business goals.
* Implemented a targeted user onboarding campaign and optimized key user flows, resulting in a 25% increase in product adoption.
* Leveraged Hotjar’s heatmaps, session recordings, and user feedback tools to analyze user behavior, implementing UI/UX improvements

**EDUCATION**

**Master of Science**, Stevens Institute of Technology, USA Major in **Management Information Systems |** Minor in **Product Management**

**Bachelor of Science,** Lovely Professional University, India Major in **Computer Science** | Minor in **Software Engineering**