

# Sai Charan

## Product Manager

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### SUMMARY

Experienced Product Manager with 4+ years of expertise in end-to-end product lifecycle management, specializing in Agile methodologies, customer-centric product design, and cross-functional collaboration. Proven track record of delivering data-driven solutions that enhance customer experience, improve operational efficiency, and drive business growth. Skilled in product roadmap development, stakeholder alignment, and Agile execution, with a strong focus on digital customer experience and medical device innovation. Adept at translating business goals into actionable product strategies, leading high-performance teams, and delivering measurable results in fast-paced, growth-oriented environments.

### TECHNICAL SKILLS

**Product Management Skills:** Product Lifecycle Management, Agile, Scrum, Product Roadmap Developing, Business and Product Strategy, Feature Prioritization and Backlog Management, Go-to-Market Strategy, Product Design, Voice of Customer, Focused Groups

**Data Driven Decision Making:** Product Analytics (Amplitude) & Metrics (KPIs & OKRs), Product Insights (Mixpanel) A/B Testing & Experimentation (Optimizely), Market Research & Competitive Analysis, Customer Insights& Feedback Analysis, Data Visualization (Power BI, Tableau), Funnel Analysis, Hotjar, Crazy Egg, Full Story, Usabilla

**Agile & Cross- Functional Collaboration:** Agile Execution & Sprint Planning (JIRA, Trello), Stakeholder Management & Alignment (Slack, G-Suite), User- Centered Design (UCD) & UX/UI Collaboration, Engineering & Development Team Coordination (Slack, GitHub), Product Documentation (Confluence), Power Point, Excel.

**Technical Tools and Database:** SQL, Python (Data Analysis), API Integration and System Architecture & SaaS Product Management, Figma, Miro (wireframing & Prototyping), Google Analytics, CRM & Marketing Automation (Salesforce, HubSpot)

**Generative AI:** AI driven Product Strategy & Innovation, AI in Automation & Workflow Optimization, NLP and Sentimental Analysis (Open AI)

### EXPERIENCE

#### Infosys, USA | Product Manager

Mar 2023 – Present

- Collaborated with cross-functional teams, including design, engineering, and customer success, to deliver in-app solutions that improved usability and enhanced the member experience, resulting in a **15% increase in customer retention**.
- Designed and implemented automation processes within an **Agile/Scrum framework**, streamlining workflows to reduce manual efforts and improve operational efficiency.
- Led **sprint planning, daily stand-ups, retrospectives, and user story workshops**, ensuring the timely delivery of high-impact product updates.
- Conducted **data-driven evaluations** of user metrics and customer feedback to inform **strategic product roadmaps**, leading to a **20% growth across product categories**.
- Partnered with stakeholders to identify **automation opportunities** that improved response times and reduced escalations by resolving ambiguity in requirements by **60%**.
- Proactively identified and mitigated risks during daily stand-ups, contributing to the seamless delivery of complex, high-impact projects.
- Authored and validated detailed **user stories and acceptance criteria** to ensure alignment with business needs and member expectations.
- Collaborating with **engineering and data teams** to identify user pain points and designing product enhancements that reduce support tickets and improve end user satisfaction.
- Facilitating **client interviews and usability studies** to gather insights, validate designs, and ensure that customer-focused improvements address key issues proactively.
- Developing and optimizing **requirement verification processes and product lifecycle frameworks**, ensuring product performance aligned with operational goals.

#### Little Angels Service Dogs, Bartlett, NH | Associate Product Manager

Sep 2022 – Dec 2022

- **Implemented Agile Ideation Plans:** Streamlined idea generation processes, increasing employee contributions by **30%** compared to historical benchmarks.
- **Designed and Launched Dashboards:** Developed a tracking system for monitoring training progress, improving **transparency and efficiency by 40%** while reducing bottlenecks.
- **Enhanced User Satisfaction:** Collaborated with cross-functional teams to prioritize features and iterate on designs, achieving a **25% improvement in user satisfaction and adoption rates**.
- **Established Accountability Metrics:** Introduced KPIs and OKRs for performance evaluation, leading to a **30% boost in accountability and training quality** across stakeholders.
- **Leveraged Stakeholder Feedback:** Conducted user interviews to gather actionable insights, increasing engagement and reducing operational delays by **20% and 15%**, respectively.
- **Aligned Team Goals:** Implemented an OKR framework that clarified objectives and enhanced productivity by 15%, ensuring alignment across diverse teams.

## Human Nest Management Private Ltd, Delhi, India | Growth Product Manager

Jan 2021 – Dec 2021

- **Optimized Digital Presence:** Led cross-functional efforts to enhance the realtor company's digital strategy, resulting in a **30% increase in website traffic** and 25% growth in lead generation, driving **\$50,000 in sales** within six months.
- **Innovative Marketing Strategies:** Designed industry-specific campaigns that boosted **conversion rates by 40%** and increased client acquisitions by **60%**, leveraging data-driven insights and customer segmentation.
- **Data-Informed Product Enhancements:** Identified market trends and customer preferences, implementing targeted features that improved customer retention by **20%** and aligned with strategic product goals.
- **Product Roadmap Execution:** Partnered with engineering and design teams to deliver new platform features, achieving a **35% rise in user engagement** and enhancing overall usability.
- **A/B Testing and Partnerships:** Developed marketing strategies in collaboration with influencers and stakeholders, increasing brand visibility and contributing to a **32% improvement in conversions** through iterative testing and optimization.

## Miraicoders, India | Product Manager

Jan 2020 – Dec 2020

- **Agile Ideation Implementation:** Spearheaded Agile ideation processes, increasing employee contributions by **30%**, leading to innovative solutions and enhanced product outcomes.
- **UX Enhancements:** Improved user experience metrics by **25%** through effective feedback synthesis, frequent iterations, and A/B testing with tools like Test and Target.
- **Cross-Functional Collaboration:** Partnered with stakeholders to align financial, technical, and operational resources, maximizing product benefits and ensuring high-quality development.
- **Sprint Management:** Collaborated with Scrum teams to develop acceptance criteria for product backlog items, manage sprints using JIRA, and break down epics into actionable user stories.
- **Vendor and Design Partnerships:** Established relationships with vendors and design specialists to create mockups and prototypes for dynamic features, boosting end-user satisfaction by **30%**.
- **Timelines and Feasibility:** Reviewed technical feasibility and collaborated with teams to develop realistic development timelines, ensuring efficient delivery of high-impact features.

## ACADEMIC PROJECT

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### Product Manager, Digi EBT Card, Boston, MA

Sep 2023- Dec 2023

- **End-to-End Product Development:** Led cross-functional teams to design and launch a virtual EBT card for **49.1 million SNAP beneficiaries**, achieving a **20% increase in user engagement**.
- **User Stories and Agile Execution:** Translated business requirements into detailed user stories and acceptance criteria, improving **sprint velocity by 14%** and accelerating product iterations.
- **KPI-Driven Success:** Defined and tracked key performance indicators such as user adoption and transaction volumes, driving a **25% improvement in product success measurement**.
- **Cross-Functional Collaboration:** Coordinated with design and engineering teams to meet project timelines, boosting team productivity by **15%** and delivering high-quality outcomes.
- **Strategic Product Vision:** Developed a clear product roadmap and vision, aligning teams on priorities and enhancing morale by **30%**, resulting in successful milestone achievement.
- **Prototyping and Design Tools:** Utilized tools like Figma to create wireframes and prototypes, streamlining engineering efforts and ensuring alignment with design objectives.

## EDUCATION

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**Master of Science:** Engineering Management | Northeastern University, College of Engineering, Boston, MA, USA

Jan 2022-Dec 2023

**Bachelor of Technology:** Electronics and Communications Engineering | Lovely Professional University, School of Electrical and Electronics Engineering, Jalandhar, India

Aug 2017 –May 2021

## CERTIFICATION

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**Certified Scrum Product Owner® by SCRUM ALLIANCE®**

**Generative AI Certified Scrum Manager® by SCRUM ALLIANCE®**

## AWARDS

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**Best Product Design Award from APMC Protothon 2.0**

**Best Product Manager of PMs Cohort**