

ADYA TRIPATHI

Product Manager · Digital Transformation · Data-Driven · Agile & UX Innovation

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PROFESSIONAL SUMMARY

5 years Product + 3.5 years Engineering – **AI Product Builder** – Proven track record of leading cross-functional teams to achieve a 75% boost in engagement and an 80% reduction in rework. I specialize in bridging the gap between complex engineering (Agentic Workflows, AI Guardrails) and aggressive business KPIs to ship scalable, high-impact products.

CORE SKILLS

Technical & AI Literacy Agentic Workflows | AI Guardrail Strategy | LLM Evaluation | Vibe Coding | Rapid Prototyping | SQL | API Integration | RAG

Product Management & Strategy Product Road mapping | GTM (Go-to-Market) Strategy | Product Lifecycle Management (PLM) | Backlog Prioritization | Data-Driven Strategy | RICE Framework |

Domain Expertise (FinTech & Logistics) Digital Banking & Onboarding | Payment Architectures | Risk & Compliance Management | Logistics Analytics | Supply Chain Optimization | Cross-Border Integration

Design & Execution Agile (Scrum/Kanban) | A/B Testing & Experimentation | UX/UI Wireframing | Customer Journey Mapping | JIRA | Figma | Mixpanel | Shopify | Postman

PROFESSIONAL EXPERIENCE

Associate Product Manager — Virtual Diamond Boutique (B2B2C e-commerce · 0→1 build) *(May 2024 – Present)*

- Prioritized product backlog using Scrum as well as Kanban to align **B2B** and **B2B2C** platform goals with technical feasibility.
- Led cross-functional team of 11 in implementing customer-centric features, **improving engagement and retention by 75%** within six months.
- Streamlined product roadmap using JIRA and analytics insights, reducing delivery timelines across major feature releases.
- Enhanced usability through **vibe coding/Rapid Prototyping** (Cursor, Replit, Vercel v0) and **Figma prototypes**, resulting in higher user satisfaction and conversion rates.
- Collaborated with stakeholders to define KPIs and success metrics, ensuring alignment with strategic business goals.

- **Launched tier-based payment systems** using AI for competitive intelligence and market positioning.
- Managed backlog grooming and feature scoping, **reducing rework by 80%** through improved requirement documentation.

Associate Product Manager / Consultant — BusinessNext (B2B SaaS · enterprise banking clients incl. HDFC, Ujjivan Bank) (Jan 2022 – Apr 2024)

- Boosted **CASA conversion rates by 75%** by engineering the shift from traditional manual processing to a streamlined **digital onboarding journey**.
- Delivered five transformation projects impacting **1.5 crore+ customers** using Agile.
- Led stakeholder discussions and backlog prioritization, ensuring 100% on-time delivery of banking automation features.
- Meaningfully **reduced churn** through analytics-driven UX improvements.
- **Balanced cost and time trade-offs** to ensure delivery within budgets.
- Facilitated UAT and deployments for BFSI clients, ensuring **100% feature acceptance** and compliance adherence.

Sr. IT Executive / Product Analyst — Hind Terminals Pvt Ltd (Feb 2021 – Jan 2022)

- Built centralized analytics dashboard improving operational visibility across logistics operations.
- Conducted market analysis on 10+ competitor tools to benchmark integrations, reducing reporting time by 5 hours weekly.
- Collaborated with UI/UX, QA, and engineering teams to revamp logistics platform.
- Implemented Agile sprints to deliver enhancements, achieving 70% faster releases.
- Created process documentation and FAQs, reducing support tickets by 50% per quarter.

Application Development Analyst / Associate Application Developer — Accenture (Jul 2017 – Feb 2021)

- Developed and maintained .NET applications for Allstate Insurance and BestBuy with increased uptime across 1.5M+ customers.
- Deployed 100+ bug fixes and 5 automation scripts.
- Collaborated with QA teams to enhance code stability, decreasing defect leakage by 20%.
- Optimized SQL queries improving application response time across modules.
- Automated data workflows saving 50 hours/month in reporting and analysis.

EDUCATION

PG course in Product Management and Analytics — Great Lakes Institute of Management

B.Tech in Electronics and Communication — Usha Mittal Institute of Technology (SNDDT University)