

ADYA TRIPATHI

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

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PROFESSIONAL SUMMARY

5 years Product + 3.5 years Engineering – 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 | SQL | API Integration

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

PROFESSIONAL EXPERIENCE

Associate Product Manager — Virtual Diamond Boutique (*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 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 *(Jan 2022 – Apr 2024)*

- Partnered with HDFC and Ujjivan Bank to design digital onboarding journeys (CRM B2B product), improving conversion rate by 75%.
- Leveraged persona mapping and journey insights to build workflow automation features, cutting manual processing time by thousands of FTE hours.
- 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.
- Reduced customer churn by significant% through analytics-driven UX improvements and feature enhancements.
- 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)