

ADYA TRIPATHI

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

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PROFESSIONAL SUMMARY

Product Manager with 8+ years of experience across BFSI, Retail, and Logistics domains. Proven expertise in driving digital transformation, optimizing customer journeys, and launching scalable financial products. Skilled in Agile delivery, stakeholder management, and data-driven product decisions to enhance customer engagement and operational efficiency.

CORE SKILLS

Agile Methodologies | Product Roadmapping | Digital Banking | A/B Testing | UX/UI Wireframing | Customer Journey Mapping | SQL | Figma | FIGMA MAKE | JIRA | Stakeholder Management | Data Driven Strategy | Cross-functional Collaboration | AI-driven Product Strategy | Vibe coder

PROFESSIONAL EXPERIENCE

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 UX audits and Figma prototypes, resulting in higher user satisfaction and conversion rates.
- Introduced structured sprint reviews and retrospectives, improving sprint completion rates by 50% for omnichannel releases.
- Collaborated with stakeholders to define KPIs and success metrics, ensuring alignment with strategic business goals.
- Developed and launched tier-based payment plans for a new app, using AI for market/Competitive analysis based on data.
- 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 frameworks and JIRA tracking.
- 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 release cycles.
- 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

Post Graduate Diploma in Product Management and Analytics — Great Lakes Institute of Management

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