

# ADYA TRIPATHI

**Product Manager · Digital Transformation with AI · 0→1 Builder · 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 and aggressive business KPIs to ship scalable, high-impact products.

## CORE SKILLS

**Technical & AI Literacy** Agentic Workflows | AI Guardrail Strategy | LLM Evaluation | 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 **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 / Business Analyst — BusinessNext (B2B SaaS · enterprise banking clients incl. HDFC, Ujjivan Bank) (Jan 2022 – Apr 2024)**

- Boosted **CASA and EKYC/VKYC** conversion rates from ~42% to ~72% (75% lift) 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.
- 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)**

- 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)**

- Built and owned .NET features for Allstate Insurance and BestBuy serving 1.5M+ users — gained firsthand understanding of API contracts, uptime SLAs, and the cost of late-stage defects that now informs every spec I write as a PM.
- Optimised SQL queries and automated data workflows saving 50 hrs/month — the technical fluency that lets me write my own funnel queries today without waiting on analysts.

## **EDUCATION**

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

B.Tech in Electronics and Communication — Usha Mittal Institute of Technology - SNDT

## **PORTFOLIO PROJECTS**

**Resumely**: Rapidly prototyped a **dual-sided AI recruitment engine** that reduced candidate tailoring time by 90% while providing HRs with ranked, real-time match-percentage dashboards.