PRIYANKA DUVVA

PRODUCT MANAGER

CONTACT

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EDUCATION

JB INSTITUTE OF ENGINEERING
Bachelor of Engineering in Computer Science
Jul 2012 - May 2016

CERTIFICATIONS

CERTIFIED SCRUM PRODUCT OWNER
Scrum Alliance

CAREERFOUNDRY
Product Management
Sep 2024-Dec 2024

SKILLS

- Project Strategy
- Roadmap Planning
- User Research
- Customer-Centric Design
- Prioritization Frameworks
- MVP Development
- Agile Methodology
- Cross-Functional Collaboration
- Data-Driven Decision Making
- Stakeholder Management

LANGUAGES

- English (Fluent)
- German (Basics)
- Telugu (Fluent)

PROFILE

Product Manager focused on delivering quality products that meet customer needs and enhance user experiences. Experienced in collaborating with teams to drive product development and improve performance. Passionate about leveraging data and insights to create impactful features. Ready to bring problem-solving skills and contribute to optimizing product outcomes.

PRODUCT MANAGEMENT PROJECTS

Netflix: Growth and Activation

- Leveraged RICE framework to increase trial-to-paid conversion by 20%.
- Designed family-centric subscription bundles, projected to boost subscriptions by 20% and retention by 15%.
- Collaborated to align product features with key user segments, driving a 30% improvement in content engagement.

Loyalty Program Redesign

- Contributed to launching a centralized loyalty platform, improving reward redemption and user satisfaction.
- Collaborated on prioritizing key features like the Smart Loyalty Wallet, supporting improved retention and repeat purchases.
- Supported efforts to enhance user engagement and Customer lifetime value.

Eatsure: Retention & Loyalty

- Developed a tiered loyalty system, reducing churn by 20% and increasing retention by 25%.
- Contributed to the introduction of gamified rewards, driving a 10-15% increase in monthly purchases.
- Created user personas and wireframes, which contributed to an increase in AOV through personalized meal bundles.

Aperture: End-to-End Product Management

- Led product lifecycle from ideation to launch, including user research, prototyping, and MVP development.
- Contributed to defining the PRD and launch plan, ensuring product delivery aligned with goals.
- Collaborated to align product features with user needs, supporting a 25%+ increase in user retention.

PREVIOUS PROFESSIONAL EXPERIENCE

Product Quality Engineer | Emma Sleep GmbH   APR 2023- SEP 2024 -

- Collaborated with Product Managers to define user stories, ensuring alignment with business goals and product quality standards.
- Led UAT sessions, and validated product readiness to ensure quality while driving timely resolutions for service requests.
- Contributed to the release notes, and streamlined workflows, enhancing both internal processes and the customer experience.

Payment Risk Analyst | Amazon   JAN 2020 - APR 2022

- Analyzed customer transaction trends to identify pain points, optimizing payment resolution processes in line with business objectives.
- Conducted data analysis and reporting to support decision-making and process optimization.

Technical Support Specialist | HPE   APR 20218- JAN 2020 -

- Resolved customer support cases and worked cross-functionally to optimize processes to improve customer interactions.