Priya Sridaran

Product Experience & Innovation

Passionate Product Personality offering skills in Mentoring team, Gathering & prioritising requirements, Innovating features by solving problem statement/s and Defining User Experience.

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WORK EXPERIENCE

Product Manager
LeadSquared (B2B2C SaaS - CRM)

10/2022 - 01/2023   Bangalore, India

Achievements

- Have increased the NPS, using various User Research Analysis techniques and by implementing the research insights as features.
- Worked and delivered features that has helped with Customer retention & adoption.

Product Designer
SIXT Research & Development

03/2021 - Present/20203   Bangalore,India
R&D unit of Sixt(since 1912) - Germany

Achievements

- Worked on an innovative feature for accommodating autonomous cars of Intel/mobileye in our customer-facing rental and customer management applications.
- Worked on major customer managing(DCP,Orange) and customer facing applications(Ride) and revamped them to cater every User Gen

Product Management & UX Analysis
Jiffy.ai (B2B SaaS - Enterprise Automation)

12/2018 - 03/2020   Bangalore, India

Responsibilities

- **Achievement -** Have Integrated different modules/applications into a single usable Enterprise application - JiffyRPA(Process automation + Document processing + Analytics), and uplifted the product from 7th place to *2nd place in the global rpa market.*
- Requirements gathering from the stakeholders/Customers, Users, Web Analytics (CX, UX analysis), inculcating insights into features.
- Analysing and solving the problem statement/s, defining the Information Architecture without disrupting the technical architecture.
- Organized and have been a key presenter in Product kickoff, Release demos

Reference : Sudhir sen, Co-founder & Head of products

Product Designer
Morph digital solutions(B2B , B2C)

11/2017 - 11/2018   Bangalore, India

Responsibilities

- Key product worked on : **Cortix.ai - an energy & asset management product** powered by Wipro/United technologies(B2B & B2C)
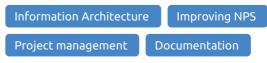
Product Design - consultant
Zoho Corporation(B2B Saas)

09/2017 - 11/2017   Chennai, India

SKILLS

Information Architecture   Improving NPS

Project management   Documentation

CONSULTING EXPERIENCE

Sprouter(2018),BookMyLens(2019)

- A complete revamp of the product with respect to Information Architecture and Usability has been accomplished- Mobile.

EDUCATION

User Experience Research & design specialisation
University of Michigan

Product Design Specialization
DesignBoat UX/UI School

08/2017

Bachelor of Engineering (CSE)
Anna University

05/2017

CONFERENCES & CERTIFICATIONS

House of Genius(HOG) - (11/2019)
IIM, Bangalore

- A conference where I was invited as Special Guest(Product personality) to share my thoughts on the presentations of various Entrepreneurs.

Jiffy Intelligent Automation Trained (08/2019)
JiffyRPA - an Intelligent Automation tool

Business English Certification - Vantage (03/2015)
University of Cambridge

CCNA (03/2014)
Cisco

INTERESTS

Data science   Research   Travelling