



RITIKA DAS

Product Owner | PSPO - I

Data-driven software development product owner with 5+ years of experience in product management and making products that add value to users

CONTACT

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SKILLS

- Agile Methodology
- Wireframing
- A/B Testing
- Stakeholder Management
- Customer Journey Map
- Data Visualisation
- UX Research
- SQL
- Writing user stories

TOOLS

- JIRA
- Azure DevOps
- Google Analytics
- CleverTap
- Figma
- Adobe Target
- Tableau
- MS Office

CERTIFICATIONS

- Google Project Management
- Google
- Work Smarter with MS Excel
- Microsoft
- Data Driven design – IxDF
- Journey Maps – IxDF
- UX – Beginner’s guide - IxDF

EXPERIENCE

Product Owner Apr'22 - Present

Bajaj Finserv Ltd (Pune)

- Defined detailed product requirements both functional and non-functional
- Managed backlog and prioritized new product features and functionalities to resolve user pain points and improve funnel by 20%
- Used agile methodologies to improve the user’s experience measured with Digital Experience Score (DXS) from 6.5 to 8+
- Derived qualitative and quantitative insights by conducting user interviews and market research
- Created product road-maps for features for investment banking products
- Planned releases and sprint goals while supporting development team with business goals
- Worked closely with cross-functional teams with product architects, UX, UI, content teams for timely delivery
- Collaborated with international partners such as Adobe, and Material Plus to increase user engagement by 10%

Project Manager Sep'21 – Mar'22

Bajaj Finserv Ltd

- Led CMS Migration from Oracle to AEM to increase efficiency
- Timely delivery of 2 Phases with 11 modules
- Set up dashboards on Jira and regular documentation on Confluence
- Collaborated with Adobe for AEM development
- Designed a UX checklist for UAT to ensure first-time-right delivery

Product Strategist Mar'18 – Aug'21

ICICI Prudential Life Insurance Ltd (Mumbai)

- Executed end-to-end journey from inception to go-to market for 2 products
- Developed sales strategies with senior stakeholders to increase penetration in untapped markets
- Centrally responsible for 80+ intermediaries and clients spread pan-India
- Managed complete on-boarding of and product integration for intermediaries

Associate May'15 – Oct'15

IBM India (Bangalore)

- Worked on IBM DB2 database
- Responsible for running queries to maintain database

EDUCATION

PGDM – Marketing Jun'16 – Mar'18

Institute of Management Technology, Nagpur

B.Tech – Information Technology Jul'11 – Mar'14

Symbiosis Institute of Technology, Pune