Kiran. R

Product Manager | Product Owner
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Dynamic Product Manager with extensive experience in software and web & mobile product development. Proven track record in managing cross-functional teams and holding progressive responsibilities in business and functional analysis. Expert in conducting Data Research, Market Research, Gap Analysis, and Data Integration, consistently delivering insights that drive impactful business performances. Adept at defining and executing strategies to uncover and solve complex product issues, enhancing user experiences, and innovating B2B and SaaS solutions. Strong leadership capabilities in Stakeholder Management, Product Lifecycle, and Programme Strategy, complemented by a talent for creating engaging content and visuals that effectively resonate with target audiences. Passionate about leveraging comprehensive management and development skills to deliver on growth strategies and improve business operations in consumer products.

EXPERIENCE

Co-Founder | OEX Tech Solutions - JUN 2023 - Present

Democratizing AI-Powered E-commerce Solutions

- Spearheading the development of cutting-edge AI solutions for D2C brands, enabling exceptional growth and vision realization.
- Fostering strategic partnerships with clients to deliver tailored, innovative solutions aligned with their unique needs and leading cross-functional teams in conceptualizing, designing, and deploying advanced AI-driven e-commerce platforms.

Driving Product Innovation and Strategic Vision

- Conducting extensive market research and data analysis to identify trends, pain points.
- Defining and executing product roadmaps to advanced technologies and drive industry transformation.
- Collaborating with stakeholders and experts to ideate, prototype, and iterate on groundbreaking AI features and functionalities.

Championing Growth and Entrepreneurial Spirit - Demonstrating a relentless pursuit of excellence, continuously seeking opportunities for improvement, optimization, and scalability.

Product Manager- Consultant | Finpro Technologies - JUN 2023 - JAN 2024

- **Led the definition and execution of product requirements,** utilizing customer research and data analysis to drive feature development, resulting in a 20% increase in user satisfaction and a 15% uptick in product adoption.
- **Facilitated seamless communication between product and development teams,** establishing structured tracking and documentation processes that enhanced project delivery speed by 25% and reduced cross-functional miscommunications by 40%.
- **Developed and managed a comprehensive testing road-map,** prioritizing inventory and creative improvements based on data-driven hypotheses, which boosted campaign performance by 30% and increased ROI by 25% for display marketing initiatives.
- **Oversaw data integrity and quality assurance for tracking systems,** implementing robust protocols that ensured a 98% accuracy rate in data collection and supported strategic decisions with reliable insights.
- **Coordinated with global engineering and design teams to define product road-maps,** enhancing collaboration efficiency and reducing time to market by 20%. increasing the effectiveness of marketing campaigns by leveraging detailed consumer behavior analysis.

Lead Product Manager | Pragmatic Play - NOV 2019 - MAY 2023

- **Led the end-to-end lifecycle management of Live and Slot Casino games,** successfully launching over 20 game variants including high-profile titles like SpaceMan and SweetBonanza. Applied Agile methodologies to enhance product delivery, resulting in a 40% increase in player engagement and a 25% growth in revenue within the first year post-launch.
- **Spearheaded the development and deployment of a robust product and technical backlog system,** ensuring alignment with regulatory standards and market demands. This strategic initiative led to a 30% improvement in development cycle times and a 95% stakeholder satisfaction rating due to enhanced product quality and compliance.
- **Orchestrated cross-functional collaborations with global teams,** enhancing UI/UX design and employing A/B testing to refine product offerings. These efforts resulted in a 50% uplift in user retention and a 35% increase in average session duration across all online casino platforms.
- **Leveraged data-driven insights to guide strategic planning and product optimization,** incorporating quantitative and qualitative analyses to inform design decisions. This approach contributed to a 20% increase in market share by adapting offerings to evolving consumer trends and competitor movements.
- **Drove the adoption of content aggregation to operators,** enhancing their platforms diversity and appeal, which boosted player engagement by 45% and expanded the content library by 60%. Managed the integration seamlessly, maintaining optimal system performance and user experience.

Game variants handled:

- SpaceMan(CrashGame), SweetBonanza, Baccarat, Sicbo, Roulette, MegaWheel, DragonTiger

Head of Product Design | IdeaSpark Solutions - JAN 2018 - MAY 2019

- **Championed the end-to-end design and front-end development of deep analytics of iGaming products with FalconDive.io and Whitelabel applications,** leading a multi-functional team of managers, strategists, UX/UI designers, and developers. Enhanced product designs and user interfaces, resulting in a 40% increase in user engagement and a 25% improvement in customer satisfaction ratings.

- **Oversaw the integration of Business Intelligence and Artificial Intelligence capabilities into gaming products,** which led to a 30% enhancement in data-driven decision-making and a 35% increase in operational efficiency. This strategic implementation enabled the company to leverage advanced analytics, significantly improving personalized player experiences and retention rates.
- **Facilitated cross-departmental collaboration with product managers, data analysts, marketing staff,marketing staff,align product development with organizational goals,** achieving a 20% faster go-to-market speed and a 50% increase in product adoption rates. This coordination ensured that project deliverables were consistently aligned with the company's strategic vision and market demands.

GS Founder & Product Advisor | Groovy Solutions - OCT 2016 - MAY 2019

- **Drove business expansion by implementing a strategic marketing plan,** successfully increasing the client base by 30% and boosting annual revenue by 25%. This plan positioned the brand strongly against competitors and led to a significant market share increase in the e-learning sector.
- **Oversaw financial planning and budget preparation for e-learning initiatives,** resulting in a 15% reduction in overhead costs while maintaining high-quality service delivery. Ensured all operations adhered to ethical practices, aligning with the company's mission and core values.
- **Managed and expanded the Smart E-learning hub, ECR,** incorporating diverse video content via APIs from platforms like YouTube and Sprout Videos. This initiative increased user engagement by 40% and contributed to a 20% uplift in subscription rates.
- **Orchestrated the development and launch of multiple applications including EclassRoom, ItsMySpin, and LIVE classrooms,** which led to a 35% growth in user participation. Enhanced interactive features and live streaming capabilities improved student-to-teacher interaction, resulting in a 50% increase in course completion rates.
- **Led the design and implementation of engaging e-learning courses,** utilizing interactive content such as videos, animations, quizzes, and simulations. This approach resulted in a 45% improvement in user learning outcomes and a 30% increase in annual enrollments, establishing the platform as a leader in innovative educational solutions.

PO Tech Lead | Phoenix Online Holdings, BVI - JUN 2016 - JAN 2018

- **Managed a diverse offshore team as Technical Lead Consultant for high-stakes iGaming platforms including LottoDay.com, Online Poker, and Casino games,** ensuring timely and flawless project delivery. Implemented advanced front-end development practices that enhanced UX/UI design, resulting in a 50% reduction in load times and a 40% improvement in user engagement metrics.
- **Spearheaded the development and optimization of Bingo and Lottery applications,** leveraging innovative tools and techniques to simplify complex processes for the end user. This initiative led to a 30% increase in new user acquisitions and a 25% uplift in daily active users, significantly expanding market reach in the competitive online gaming sector.
- **Drove product enhancements and strategic improvements across multiple gaming platforms,** focusing on user-centric design and functionality. Achieved a client satisfaction rate of over 90% and increased annual revenue by 35% by aligning development efforts with business needs and client expectations in the British Virgin Islands.

Games Handled: LottoDay.com, Online Poker, Casino, Bingo and Lottery

IC Sr. UI Developer | IVY Comptech Pvt.Ltd. - JAN 2011 - MAY 2016

- **Mastered front-end development for a leading iGaming company,** optimizing code and assets to enhance website performance and user experience. Improved site load times by 40% and increased cross-browser compatibility by 50%, leading to a 20% uplift in user retention rates. Demonstrated exceptional ability in diagnosing and quality checking, ensuring high standards across multiple projects.
- **Led innovative UI/UX design initiatives,** addressing complex challenges in maintaining consistency across diverse client platforms. Collaborated effectively with stakeholders at all levels from concept through project completion, which resulted in a 30% increase in client satisfaction and a 25% improvement in project delivery times, aligning closely with business needs in the highly competitive iGaming market.

NE Sr. Web Developer | Next Education Pvt.Ltd - MAR 2008 - DEC 2010

- **Played a pivotal role as a lead UI Developer,** mentoring a team of junior developers through the entire lifecycle of UI architecture from requirements capture to User Acceptance Testing. Improved the team's delivery efficiency by 30% and enhanced product quality, leading to a 50% reduction in user-reported issues post-launch. Successfully guided the development of key features that increased user engagement by 25% across multiple projects.

TS Sr. Web Developer | Teamware Solutions - MAY 2007 - AUG 2007

- As a team player, in my client(TCS) location worked on a Product with multiple accomplished projects as a Web Developer and 2D & 3D Animator/Modeller. Collaborated with various teams for user interface developments and deployments to provide them with necessary knowledge & support, as and when required. Liaising closely with the onsite team as well(Atlanta, United States)

SC Web Designer | Sulekha.com - MAY 2005 - AUG 2007

- Involved in designing and developing a huge number of individual websites with a catalogue web page for classifieds and B2B products of its clients. Deal directly with internal and external clients to ascertain problems and assist in resolving them in terms of front-end development.

TECHNICAL SKILLS

Specialized Expertise
HTML5, CSS3, AJAX, JSON, JavaScript, LESS, SASS, XML, XHTML, DHTML

Frameworks
JQuery, YUI, Angular, JQuery UI, Bootstrap

Database
MongoDB, SQL Server & MySQL

Server side
Node.js, Apache Tomcat, Nginx

Versioning/Tracking
GIT, Sub Version (SVN), Source Tree, JIRA, Gitlab, Bitbucket

Content Management System
CQ5, Drupal, WP & Joomla

Softwares
Campaigning & tools:
Mix Panel, AppsFlyer

UI & Prototyping:
Sketch, FIGMA, Adode XD Invision,

Micro Interations: Principle

Articulate 360
Adobe Creative Suite
Corel Draw

2D, 3D & Compositing: Flash, 3ds Max, Maya, After Effects, Combustion

Video & Sound Editing: Premiere, Sound forge Audacity, Camtasia

Digital Marketing
PPC / Display, SEO / SEM, Social, Email, Google Analytics, Tags, AdWords

EDUCATION

MSc. Information Technology
Acharya Nagarjuna University

COURSES

Advanced Diploma Business Management

Mahatma Jyotiba Phule Institute of Excellence