Kiran. R

Technical Product Manager
https://www.linkedin.com/in/kiran-kumar-ramana-6225098/

London, E15 2SL, United Kingdom
mailstokiran@gmail.com
+44 7424 272250

A Dynamic Product Manager with extensive experience in **software and web product development**, specialized within the Digital Payments domain. 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.

Domain Expertise - Gaming, CRM, ERP & E-commerce, Finance, Retail, E-Learning
Management - Strategy, Project/Programme, Operation
Process Strategy - Conversion, Market penetration, Implementation
Production - Agile, Scrum, Bug-free release cycle
Product Design - UI, UX, Interaction, Visual Design
Digital Marketing - PPC / Display, SEO / SEM, Social, Email

💼 EXPERIENCE

OT 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 ground-breaking AI

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

ES Tech Product Manager- Consultant | Eminent Services LTD
JUN 2023 - JAN 2024
Client: FINPRO Technologies
- Defined **product requirements**, providing **feature recommendations** based on customer **research and analysis**.
- Acted as a liaison between **product and development teams**, ensuring clear communication and **structured tracking documentation**.
- Developed and executed a **comprehensive testing roadmap** for **inventory and creative**, **prioritizing initiatives** based on **hypotheses** for continuous **campaign improvement**.
- Played a pivotal role in ensuring **accurate data collection and analysis**, overseeing end-to-end tracking **quality assurance**, and **monitoring data integrity**.
- Proven ability to plan and deliver against **business strategy**, ensuring **ROI evidence** for display **marketing initiatives**. Monitored **project execution**, **tracked key metrics**, and reported on performance according to **defined KPIs**.
- Collaborated with global Engineering and design teams, **defining roadmaps** and ensuring effective communication with **scrum teams and business stakeholders**.
- Expertise in commercial tracking tools like **Google Analytics and Tag Manager**, along with proficiency in **SQL and data visualization**.
- Demonstrated excellent command of **Excel, design processes**, and **familiarity with A/B testing tools and methodologies.**
- Documented tracking requirements and **configured tracking settings**, ensuring **accurate data collection** and adherence to specifications.
- Adhered to **regulatory issues, controls, and risk frameworks**, incorporating them into product development processes.
- Actively collaborated with **Brand team and external agencies**, contributing to planned brand spending initiatives.
- Experience with managing **product development lifecycles** and common pitfalls.

PP **Lead Product Manager** | Pragmatic Play

NOV 2019 - MAY 2023

I orchestrated the entire lifecycle of online **LIVE & Slot Casino games** for both land-based and online operators. accountable for all **products/games accomplishments** to develop from **conceptual to production deployment**, including **market analysis, user surveys**, and iterating the cycle with **new visions** adhering to industry standards for **high-quality player experience**. my expertise lies in successfully launching diverse **Casino game variants**, negotiating to ensure client satisfaction, leading **backlog creation** and **prioritization**, **fostering collaboration** with global teams, and applying **data-driven insights** for effective **decision-making**.

Key Achievements and Responsibilities:

▪ Spearheaded the successful launch of a diverse array of Live Casino game variants, employing **Agile methodologies** and **strategic planning** to achieve **business objectives**, specifically tailored for an established and licensed online casino brand.

▪ Maintained effective communication channels, providing **key stakeholders**, including **internal & External partners** at the online casino, with regular updates on **product initiatives** and progress.

▪ Orchestrated the creation and **prioritization** of both **Product** and **Technical Backlogs**, meticulously **breaking down requirements** and aligning with **regulatory constraints** to ensure the **optimized product strategy**, **creative vision**, and **casino experience**.

▪ Facilitated **seamless collaboration** with global **Engineering and design teams (UI/UX)** and **A/B testing**, **defining roadmaps** and ensuring clear communication with **scrum teams** and business stakeholders to **maximized player engagement** and **retention**.

▪ Leveraged **data-driven insights** to drive success in a **dynamic environment**, employing **both quantitative and qualitative data** to support the **design, development**, and **vision formulation** for the online casino brand.

▪ Played a pivotal role in the development of "**3rd party content aggregation**," ensuring **optimal performance** and spearheading a **strategic program** for **delivering aggregation capabilities** and **enhanced content**, contributing to the growth of **player engagement**.

▪ Collaborated effectively with **various stakeholders** and **global multi-functional teams**, including design and engineering, to **craft customer journeys** and **visuals**, defining and evolving the **platform's end state** with **leadership and motivation** for delivering the right product aligned with business vision and goals in the **iGaming industry**.

▪ Led **product ideation**, **validation**, and **design prioritization**, demonstrating a commitment to innovation in a **player-focused environmen**t.

▪ Conducted and presented **comprehensive market** and **competitor analyses**, emphasizing **meticulous data collection** and **analysis** to inform **data-driven decision-making** and maximize business opportunities.

▪ Employed a **user-centric approach** to ensure that **gathered insights** were aligned with user needs and preferences in the **online casino ecosystem**.

▪ Monitored **project execution**, tracked **key metrics**, and reported on performance based on **defined KPIs**, translating **product vision** and strategy into an **actionable product development roadmap**.

▪ Took charge of Agile ceremonies and provided support for User Acceptance Testing (UAT) and demonstrations, ensuring a seamless product development process within the iGaming

Game variants handled:

SpaceMan, SweetBonanza, Baccarat, Sicbo, Roulette, MegaWheel, DragonTiger

CI **Head of Product Design** | ChiSquare & IdeaSpark Solutions

JAN 2018 - MAY 2019

Adhered with **company values & mission** of fetching the **best Insights** for the iGaming industry that works on Casinos by applying its world-class strategy-oriented **Business and Artificial Intelligence** with great statistics with the player base. I was responsible for **end-to-end design & Front End development process**, structures, tools and methodologies of a **multi-functional design team (Managers, strategists, UX/ UI designers & Core backend Development team)** to create compelling and pixel-perfect deliverables across multiple projects.

Collaborate with **product managers, data analysts, marketing staff and clients**. Throughout the **development life-cycle**, the idea is to enable the organisation to reach its goals effectively in possible ways. Products managed during my assignment:

FalconDive.io, Whitelabel applications, Business Inteligence, Artificial Inteligence

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Founder & Product Advisor | Groovy Solutions Pvt. Ltd.
GS

OCT 2016 - MAY 2019

Responsible for expanding business to **new clients, retaining existing ones**, and **surpassing competitor brands**. **Overseen financial planning**, **budget preparation**, and ensured **ethical practices** aligned with the **company's mission and values**.

- Implemented a **strategic marketing plan** to establish a **strong market foothold**, resulting in **increased client base, revenue, and profits**.
- Monitored **financial planning**, **prepared budgets**, and ensured adherence to ethical practices.
- Managed **ECR, a Smart E-learning hub** for competitive exams, incorporating videos from various sources via APIs (YouTube & Sprout Videos).
- Developed and implemented **strategies to increase revenue and profits**, identifying potential leads and retaining customers.
- Worked on discount and **offering strategies** to boost product sales.
- Managed applications - **EclassRoom, Whitelabel applications, ItsMySpin, & LIVE classrooms**.
- Orchestrated live streaming forums for teacher-to-student interactions & **event management**.
- Designed engaging **e-learning** courses with interactive content, including videos, animations, quizzes, and simulations.
- Demonstrated solid experience in instructional design principles, **technical expertise** in managing **LMS platforms**, and effective user support.
- Contributed to the successful implementation, management, and improvement of e-learning programs for both organization and clients.

Tech Lead-Consultant | Phoenix Online Holdings, BVI
PO

JUN 2016 - JAN 2018

My set of responsibilities includes managing the offshore team and ensure delivering projects on time flawlessly by applying extensive skills in the **Front End development process** to facilitate the **UX/ UI design & Core Development** team with tools and techniques to meet the business needs and the client located in the British Virginia Islands. As a Technical Lead consultant, overseen the product development involved in improvement areas and **futuristic innovative ideas** breaking the complex into simple for fulfilling the **end user needs**.

LottoDay.com, Online Poker, Casino, Bingo and Lottery

Senior UI Developer | IVY Comptech Pvt.Ltd.
IC

JAN 2011 - MAY 2016

In the Company, which is a giant in the iGaming industry. As a Senior UI Developer proved my mastership in Diagnosing, Quality checking, **Website performance testing**, Code & assets optimization, Cross-browser compatibility, Innovative concepts in technology and design for clients with multiple challenges in maintaining consistency by interacting with all levels of stakeholders from conceptual until completion of projects based on the business essentials.

Senior Web Developer | Next Education India Pvt.Ltd
NE

(Formerly Helix Tech Solutions Pvt.Ltd.)

MAR 2008 - DEC 2010

Embraced the opportunity of playing a lead role in a team with junior UI developers and technically led through all stages of the UI architecture including requirements capture, design, development and User acceptance testing.

Senior Web Developer | Teamware Solutions
TS

(Quantum Leap Consulting Pvt. Ltd)

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)
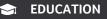
Web Designer | Sulekha.com
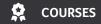**SC**

(Migliore Web Community Pvt. Ltd)

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.

- ⑤ Mentoring, Issues Solving, Code & Implementation*
- ⑥ News/Social Networking
- ⑦ Workout/Freakout
- ⑧ Time with Family
- ⑨ Dreaming and Sleeping

🎓 EDUCATION

MSc. Information Technology
Acharya Nagarjuna University
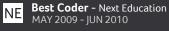
🏅 COURSES

Advanced Diploma in Multimedia
Mahatma Jyotiba Phule Institute
of Excellence, Hyderabad

MJPIE
Project Management
Usability testing
Prototyping
Leadership & management skills
Analytical theory
Team management
Professional Development
Predictive service management

🏆 ACHIEVEMENTS

SC **Best performance** - Sulekha.com
MAY 2005 - JUN 2006

NE **Best Coder** - Next Education
MAY 2009 - JUN 2010

IC **Quality Coder** - IVY Comptech
MAY 2012 - AUG 2013

IC **Best performer** - IVY Comptech
MAY 2013 - AUG 2014

💬 COMMUNICATION SKILLS

Excellent verbal and written communication skills