

Prerna Singh

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SUMMARY:

- An experienced leader with an overall experience of 3.5 years in the IT industry, across diverse roles such as product owner, integration tester, and front-end developer.
- Prerna has managed a team of 20+ members for the launch of a real-time payments application.

EXPERIENCE:

Product Management – Upraised, Career Accelerator Program

Sept 2022 – Present

Product Portfolio

- Crafted PRD to increase user growth across age groups of 45 to 60 for PhonePe, to increase the TPV by 20% ([Click here](#)).
- Created a PRD to improve user recommendations based on current ratings for content, resulting in increased Voot user retention by 45%. ([Click here](#)).
- Gained practical know-how of core functional skill sets in product management such as cross-functional collaboration, UI design, conducting primary and secondary research, project management, and identifying and tracking product KPIs.

Cognizant Technology Solutions India Pvt. Ltd. – Bengaluru, India

Apr 2022 – Present

Senior Business Analyst –Product Owner (Client: Leading Banking and Financial Services Provider in the US)

- **Manage a cross-functional team of 20+ members comprising of engineers, designers, and QA** to launch a B2C payments application.
- **Define product features, roadmap, and document requirements, epics, and user stories** resulting in a CSAT score of 90% for the application.
- **Discover Product KPIs and compile it on a live dashboard** that increased the transparency on product performance thus increasing daily active users by 30%.
- Act as a **liaison between product, business, and technical teams** to understand customer demand for new features.
- **Direct and align the QA team's** activities to ensure smooth implementation of UAT across devices such as iPad, iPhones, Android smartphones and tablets.
- **Streamline the process** for content and UI changes across wireframes, thus reducing production defects raised by 50%.
- **Lead sprint events** such as backlog refinement and sprint planning to ensure all stakeholders clearly understand the requirement.
- **Partner with content** strategist and engineer primary research initiatives (**such as focus group discussions and interviews**) to gain insights on current and new features, minimizing time to market by 60%.
- **Champion the** implementation of Agile and Scrum methodologies in the team, thus ensuring 100% productivity and faster resolution of defects.

Siemens Technologies and Services Pvt. Ltd. – Bengaluru, India

Jul 2018 – Jan 2021

Software Engineer

- Designed and developed **SaaS applications** on **Siemens MindSphere** (an IoT-based factory automation cloud platform). Diagnosed user experience issues and resolved it to enhance customer experience, reducing churn rate by 35%.
- Served as **test coach** to ensure testing prerequisites such as preparation of important technical release documents, correct use of testing tools, and **test cases were 100% automated**.
- In response to **organizational reorganization**, spearheaded the establishment of a worldwide forum **with 30 engineers** to resolve QA and QC concerns, reducing the resolution time from **8 days to 2 days**.
- Managed and mentored **3 scrum cross-functional teams**: system test, development, and technical documentation comprising of 9 engineers by acting as a scrum master.
- Created demos for more than **15 features** to provide progress updates to senior stakeholders and important clients including **Volkswagen and BMW**.

TOOLS & CERTIFICATIONS

Certifications: **PSPO 1** (fundamentals of scrum product owner), **SAFe 5.0 Practitioner** (key lessons from Scaled Agile),

Google Cloud Digital Leader (technical know-how of Google Cloud products)

Tools: Jira, Confluence, MS Office, Figma, Angular 2, SQL, R programming,

EDUCATION:

SP Jain School of Global Management-Dubai and Singapore

Feb 2021 – Aug 2022

Master's of Global Business – Global Marketing Management | CGPA - 3.6 /4.33 | Dean's List

SRM Institute of Science and Technology- Kattankulathur, Chennai

Jul 2014 – May 2018

Bachelor of Technology – Information Technology | CGPA - 9.156/10