

# Shraddha Rashmi Pullella

## Product Strategy & Design Lead

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Highly accomplished Product Designer with over 6 years of experience in B2B, SaaS, and Enterprise products, specializing in product strategy, roadmap development, and cross-functional team leadership. Proven track record in integrating business priorities with user-centric design, resulting in product improvements and increased revenue.

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### EXPERIENCE

March 2024 - Present

#### Product Manager & Design Strategist, Freelance

- Owned the product roadmap for multiple client projects, prioritizing features based on user research, market analysis, and business impact, resulting in timely delivery and measurable success metrics.
- Conducted user and market research to define product requirements, identifying key pain points and opportunities, and translating insights into actionable product features.
- Monitored product performance through KPIs and user feedback, adjusting the product strategy based on data-driven insights to optimise product-market fit and improve customer retention.
- Led product development from ideation to launch, collaborating with cross-functional teams (design, engineering, and marketing) to deliver products aligned with user needs and business goals.

January 2022 - February 2024

#### Product Manager & Design Lead, E-commerce & Enterprise Solutions, HumanX

- Created strategic design initiatives, achieving significant performance enhancement in Omni-Channel Order & Warehouse Processing and simplified seller journey for micro, small and medium enterprises increasing the onboarding rate by 5%
- Led multi-disciplinary product development from ideation to launch, collaborating with cross-functional teams (design, engineering, and marketing) to deliver products; prioritised and resolved 45+ new features and bug fixes.
- Led cross-functional teams as a Product Manager, conceptualising and executing sprints, resulting in a 20% increase in release efficiency.
- Designed and led the implementation for CRO Strategy, WhatsApp Business Marketing, Inventory & Returns management, Headless commerce
- Monitored product performance through KPIs and user feedback, adjusting the product strategy as well as the design based on data-driven insights to optimise product-market fit and improve customer retention.
- Facilitated design systems overhaul from Meridian to NativeBase for Amazon SmartBiz resulting in a 10% reduction in app latency rate, improving response times from 1.5 seconds to 1 second
- Defined and drove product roadmap and strategy through user research, market analysis, design and collaboration with stakeholders, directly contributing to 15% increase in Order Fulfilment Rate & improvement in CLV

January 2021 - January 2022

#### Senior Product Designer & Product Strategy, Enterprise Software, HumanX

- Conducted detailed User Research and market analysis, providing valuable insights for the redesign and product roadmap for Portfolio Optimisation in Commercial Real Estate
- Executed design overhaul of end to end Performance Analytics & Pricing tools FinTech, E-commerce & FMCG industries
- Defined and drove product roadmap through user research, market analysis, and collaboration with stakeholders, as well as design directly contributing to a 30% improvement in decision-making efficiency.
- Conceptualised and created a streamlined Group SIP portal for India's biggest asset management company

January 2021 - September 2021

#### Product Designer, UX & CX Solutions, Them Consulting Pvt. Ltd.

- Shaped the entire revamp for price discovery and efficient transactions for a B2B2C brokerage technology solution
- Devised UX strategy for compliance assistance & streamlined CX insights into impactful journey redesigns

October 2020 - December 2020

#### Product Designer, UX for HealthTech, PFH Ltd.

- Established the development of a trusted, non-judgmental, and convenient health tech solution for women
- Identified and mapped all manual process flows and the product design and roadmap for tele consultation

June 2018 - September 2020

#### Associate, Robert Bosch

Integrated design and engineering expertise contributing to Design Discovery, Research & UI, development, end-state planning for product innovation

## SKILLS

Product Strategy	User Experience Design	Product Roadmap	Wireframing	User Research
Strategic Design	User Interface Design	Enterprise Design	Design Systems	Agile Methodology
Data Driven	Figma	Leadership	Trello	Cross-functional Team Leadership
Decision Making	JIRA	Global Client Partnership	Power BI	Product Lifecycle Management
Atlassian	MIRO	Stakeholder Management		
Adobe Creative Suite	Mural	Roadmap Development		

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## EDUCATION & CERTIFICATES

Aha! Product Management Professional Certificate : [See Credential](#)

Building a Product Strategy : [See Credential](#)

Bachelor of Engineering (B.E.), BIT Bangalore