

KAVYA PAKALA

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PROFILE

Product Manager with 5+ years of experience building data-driven SaaS products across FinTech, EdTech, and HealthTech. Known for diving deep into ambiguous problem spaces, running structured product discovery, and shipping high impact features end-to-end. Strong background in analytics, experimentation, and UX design; skilled in partnering with ML, engineering to deliver revenue-driving products.

WORK EXPERIENCE

GE Healthcare, Madison, WI, USA

Sep 2024 – Dec 2024

Product Manager

- Delivered a data-validated redesign of the vitals documentation system, reducing documentation time by 50% and driving higher adoption through iterative, experiment-led releases.
- Translated workflow friction into clear KPIs, dashboards, and prioritized roadmap decisions, partnering with engineering, design, and clinical teams to ship impactful improvements.

Supertutor, New York, USA

Jun 2024 – Aug 2024

Product Management Intern

- Launched an AI-driven learning companion; led lifecycle from ideation to launch, reaching 1,500+ signups in 3 months.
- Conducted 25+ user interviews & competitive analysis to drive 10+ feature improvements; improved CSAT by 35%.
- Created responsive Figma mockups & validated through A/B testing with 200+ users; increased feature adoption by 28%.
- Owned and prioritized product backlog using user feedback and business impact, launching MVP 2 weeks ahead of schedule and contributing to a 15% increase in ARR pipeline through early adoption.

FactSet Research Systems, India

Jun 2018 – Aug 2023

Technical Product Manager

Oct 2020 – Aug 2023

- Defined and executed product strategy, managing a cross-functional team of five across engineering, sales, and QA to launch a new trading workflow, enabling customers to trade multi-leg options, generating \$2M in revenue.
- Translated business requirements into detailed user stories and acceptance criteria, enabling more efficient sprint planning and improving development throughput and sprint velocity by 25%.
- Collaborated with 6+ stakeholders to define MVP scope and drive feature prioritization; leveraged JIRA, Confluence, and Balsamiq to streamline execution, achieving a 20% faster time-to-launch.

Senior Software Engineer

Oct 2019 – Sep 2020

- Built reusable low-code frameworks that cut development time by 70%, accelerating delivery across multiple product areas.
- Led the design and rollout of a configurable Compliance rules engine, later adopted across 20+ internal workflows, enhancing platform reliability and operational efficiency.
- Developed REST API for Short Sell trading, onboarding 3 hedge fund clients and generating \$1M+ annual revenue.

Software Engineer

Jun 2018 – Sep 2019

- Developed, tested and released 3 new custom workflow implementations for 3 major clients with a combined Assets under Management (AUM) of \$200M.
- Spearheaded a team of four to establish testing frameworks, write test cases, and update documentation, lowering manual testing effort by 80% and improving defect resolution by 65%.

EDUCATION

University of Wisconsin-Madison, Wisconsin School of Business, Madison, WI

2023 - 2025

Master of Business Administration (MBA), Technology, Strategy and Product Management

- Won WSB Product Case Competition'23 for conceptualizing solutions to curb fake news and enhance user experience on X.
- Co-President of Tech Product Club.

Jawaharlal Nehru Technological University, Hyderabad, India

2014 - 2018

Bachelor of Technology in Electronics and Communications Engineering

- Awarded AMD Best student project for Speech to text conversion using Raspberry PI processor.

PROJECTS

- Built a customer insight engine that analyzes user sentiment from Reddit threads using Hugging Face NLP model.

SKILLS & ACHIEVEMENTS

- Product Skills:** Product Strategy, Competitive Analysis, Agile/Scrum, Backlog Prioritization, Feature Roadmapping, UX/UI Prototyping (Figma), MVP Definition, OKRs, Product Documentation, A/B testing, product discovery, stakeholder alignment.
- Technical Skills:** SQL, Java, Python, REST APIs, Data Analysis, JavaScript, HTML, CSS
- Certifications:** AWS Certified Cloud Practitioner, AWS Certified Solutions Architect, Certified Scrum Product Owner
- Tools:** JIRA, Git, Power BI, Confluence, Microsoft Office Suite, Figma, AWS, Google Analytics, Notion, Balsamiq, Hotjar