Vidur Ramachandran

Product Manager | Product Strategy, Customer Experience & AI

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Summary

Product and technology professional with experience across enterprise consulting at Deloitte USI, early-stage product delivery, founder's office execution, and part-time AI product roles. Translate ambiguous business needs into clear requirements, prioritized roadmaps, and execution plans. Bring hands-on experience in stakeholder coordination, SQL root cause analysis, QA/UAT, and process improvement, supported by independent product strategy and customer experience case studies.

Professional Experience

Associate Analyst – Advertising, Marketing & Commerce — Feb 2024 – Jun 2025

Deloitte USI Consulting | Full-Time — *Hyderabad*

- Supported Adobe Experience Platform (AEP) and Adobe Journey Optimizer (AJO) delivery for Fortune 500 client engagements, including Wells Fargo and LG Brazil; validated requirements, supported Agile releases, and monitored post-launch issues.
- Worked with business stakeholders, developers, and QA teams to clarify expected behavior, track defects, communicate delivery dependencies, and coordinate issue resolution.
- Performed SQL-based root cause analysis and data validation across **5–18M+ record datasets**, reducing incident resolution time by **28%**.
- Designed and executed UAT, smoke tests, and issue-validation checks; documented test cases and supported release readiness and post-release verification.
- Created SOPs, troubleshooting runbooks, and knowledge-transfer documentation, helping reduce repeat escalations by approximately **22%**.
- Introduced AI-assisted workflows and prompt engineering for internal tasks; management adopted the approach as a team SOP.

Product Associate — Jan 2023 – Feb 2024

Acumen Connect | Internship: Jan–May 2023; Full-Time: Jun 2023–Feb 2024 — *Hyderabad*

- Supported platform and product delivery through issue tracking, stakeholder coordination, and execution follow-ups in an early-stage startup.
- Converted recurring workflow inefficiencies into **6+ structured SOPs**, improving coordination efficiency by **15%**.

Part-Time & Product Explorations

Product & AI — Sep 2026 – Present

Saathi Money | Part-Time — *Remote*

- Define product scope and roadmap priorities for an AI-enabled personal finance product; align feature decisions with user needs and business objectives.
- Conduct discovery research and user experiments to validate product assumptions and inform prioritization.
- Identify internal automation opportunities and apply GenAI workflows to improve team operations.

Product Generalist — Aug 2026 – Present

iAgent Labs Pvt. Ltd. | Part-Time — *Hyderabad / Remote*

- Assess client workflows for AI automation opportunities, identifying processes that can be eliminated, simplified, or augmented.
- Bridge business stakeholders and engineering teams by translating requirements into technical briefs and resolving scope ambiguity before development.
- Bring customer perspectives into development decisions and document SOPs that turn ad hoc workflows into repeatable processes.

Founder's Office Associate — Sep 2025 – Apr 2026

Pi Dot | Pro Bono — *Hyderabad*

- Partnered with the founder to translate early-stage ideas into structured product requirements and execution plans; coordinated delivery across product, operations, and marketing.

Selected Product Case Studies

Urban Company | *Customer Experience & AI Support* — **Independent Concept**

- Analyzed firsthand booking and support friction; designed a service-recovery concept with verified updates, contextual AI-to-human escalation, and clear case ownership.
- Defined MVP scope, acceptance criteria, and a proposed validation plan covering customer-confirmed resolution, repeat contacts, recovery time, and support workload; no deployed outcomes claimed.

Blinkit FreshChoice | *Shelf-Life Pricing & Operations* — **Independent Concept**

- Created a PRD and checkout prototype for an opt-in feature offering eligible shorter-dated grocery batches at a discount, making shelf-life and price trade-offs visible before purchase.

– Specified batch eligibility, customer consent, inventory reservation, and picking validation; proposed a pilot to evaluate adoption, fulfillment accuracy, and waste reduction, with impact treated as hypothetical.

Spotify Audiobooks | *Monetization & International Expansion* **Independent Strategy**

– Developed a strategy for new audiobook listeners across Brazil, Mexico, and Poland, comparing market opportunities, competitor offerings, and monetization choices within Spotify's Premium ecosystem.
– Created a pricing PRD addressing discovery, allowance clarity, and repeat listening; proposed phased research and rollout using illustrative financial assumptions to balance growth and profitability.

Skills & Competencies

– **Product Management & UX:** Product discovery, user research, problem framing, roadmap planning, prioritization, PRDs, user stories, acceptance criteria, user journeys, prototyping, stakeholder coordination, Agile/Scrum
– **Data & Analytics:** SQL, root cause analysis, data validation, BigQuery, Excel; market analysis, success metrics, and illustrative financial modeling through independent case studies
– **QA & Delivery:** UAT design and execution, smoke testing, defect tracking, API testing, test case documentation, release support, SOPs, knowledge transfer
– **AI & Automation:** Prompt engineering, LLM workflow design, Claude API, OpenAI API, n8n, Lindy AI, GenAI-assisted QA and prototyping
– **Technical:** Python, HTML, Postman; project-based experience with Next.js, React, TypeScript, Firebase, and Supabase
– **Tools & Platforms:** Adobe Experience Platform (AEP), Adobe Journey Optimizer (AJO), Jira, Notion, Figma, Miro, SharePoint, Microsoft Word, PowerPoint

Education

Symbiosis Institute of Computer Studies and Research, Pune **Aug 2020 – Jun 2023**
Bachelor of Computer Applications, Symbiosis International University *CGPA: 7.9/10*

Good to Know

– **Business Travel:** Hold a valid U.S. B1/B2 visa; available for short business trips.
– **Remote Collaboration:** Comfortable working remotely across all time zones.
– **Teaching:** Pro bono guest lecturer on Design Thinking in Agentic AI.
– **Beyond Work:** Document my fitness journey and enjoy travel and exploring new places.