IVA MAHESHWARI *Product Manager*

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Profile

Results-driven Product Owner with expertise in Agile development, user-centered design, and delivering successful products that exceed customer expectations. Skilled in ideation, roadmap development, backlog management, and launch planning. Adept at implementing Scrum and Kanban methodologies, sprint planning, and user story management. Proficient in market research, competitor analysis, and identifying market trends. Experienced in user research, analysis, and optimizing user experience. Strong communication and stakeholder management skills, ensuring customer satisfaction and fostering successful partnerships.

Professional Experience

Product Owner   07/2022 – present
SWS ⧉   Abu Dhabi, United Arab Emirates
- Led the development and successful integration of an enterprise employee management product with Oracle ERP and Tarish.
- Acted as the primary point of contact between the vendor and the company, ensuring the fulfillment of business requirements and the timely delivery of the product.
- Conducted thorough research to create use cases and user personas, gaining a deep understanding of the end-user and their needs.
- Wrote user stories for vendor design sprints, working closely with the development team to ensure the product met all design and functionality requirements.
- Utilized Agile development methodologies and user-centered design principles to deliver a successful product that exceeded customer expectations and drove business growth.
- Demonstrated strong communication, leadership, and project management skills, effectively balancing multiple tasks and ensuring all deadlines were met.

Product Manager   10/2020 | Abu Dhabi, United Arab Emirates
Emaar
- Managed multiple products throughout their entire lifecycle, working closely with cross-functional teams to ensure successful delivery.
- Key responsibilities included writing user stories, managing their development and delivery, ensuring the implementation of pipelines and automation on DevOps tools, and guiding the team in writing test cases.
- A strong advocate of Agile development methodologies and user-centered design, conducting research to understand end-user needs and creating user personas accordingly.
- Utilized excellent communication and project management skills to ensure timely delivery of sprints and drive business growth.
- Committed to creating user-friendly designs that meet the needs of enterprise users.
- Active participant in the Women in Tech group of Emaar and recipient of the Employee of the Month award in November 2021.

Technical Consultant   11/2019 – 10/2020
IPREDICT IT Solutions
- Worked on a video calling application and website with features such as video calls, screen sharing, in-app chat, call hold, etc. was developed using React Native & React.js. I was responsible for developing the UI/UX and the entire cross-platform application along with adding new features to the existing website using React.js.
- Worked on a food delivery application for a UAE-based firm that was developed using Swift (iOS Native). I was responsible for end-to-end project management, including requirement gathering, translating business requirements into technical requirements, application development for iOS, testing, and timely delivery. I worked directly with the CEO and delivered many modules in a timely manner.

Technical Consultant   04/2019 – 10/2019

PwC

- Worked on Core - S, an internal application used by Luminous Power Technologies to support their customer service and operations teams.
- Designed for multiple user groups including field service engineers, team managers, inventory planners, and internal auditors in the consumer durables industry.
- Key responsibilities included integration of user interface, development of various features such as Digital Signature & Rating, customer feedback, payment gateways, live location tracking, and performance tracking.
- Also worked on functionality to fetch product details through barcode scanning.
- Managed a team of five developers and was responsible for coding, testing, and delivery of the application and website for the client.
- Acted as the single point of contact for all development and delivery activities, ensuring timely and successful delivery of the project.

iOS Developer   02/2018 – 01/2019

OpenXcell TechnoLabs

- Developed UI for Caraj, an online marketplace for buying and selling cars, using Swift (iOS Native).
- Worked on integrating various modules such as selling a car, buying a package, comparing different cars, and sharing cars on social media.
- Designed the entire UI for WWT Pro, a watch trading platform using Swift4.
- Implemented modules for chat, adding inventory, saving inventory, dealer, and retailer, etc.
- Integrated various features in CheerMeOn, an application designed to motivate people to complete their goals using React Native.
- Worked on integrating UI for the marketplace in BOWHUNTING, an application for bow-hunting enthusiasts using Swift (iOS Native).
- Implemented modules for video tutorials, hunting guides, and FAQs.
- Managed a team of five resources for the development, testing, and delivery of an internal application for the customer service and ops team.
- Acted as a single point of contact for all development activities for the client.

Assistant Software Developer   01/2016 – 01/2018

TatvaSoft

- Owlwise - Developed an application that connects school (teacher), parents, and children and notifies them of events, tasks, assignments, and payments, using Swift language.
- Tobin Brothers Memory Maker - Integrated whole UI for the Tobin Brothers Memory Maker application, including a 360-degree view of coffins & caskets and step-wise funeral planning.
- Dress for Success - Integrated the whole UI for Dress for Success and created a quiz section to assess employee learning after the tutorial.

Skills

Product Managment

Ideation and Roadmap Development, Backlog Management & Prioritization, Launch Planning & Execution

Market Research

Competitor Analysis, Market Trend Identification

Stakeholder Management

Customer Feedback Management, Partner & Vendor Relationship Management

Agile Development

Scrum and Kanban Methodology Implementation, Sprint Planning, User Story Writing & Management, Continuous Delivery and Improvement

User-centered Design

User Research and Analysis, User Experience Design & Optimization

Certificates

Certified Scrum Product Owner® (CSPO®) ⧉

Education

Bachelor of Engineering

GTU, India

07/2012 – 06/2016

Courses

Digital Product Management: Modern Fundamentals

University of Virginia