Deekshitha Kilaru

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EDUCATION

B.S in Computer Science, Rowan University, Glassboro, NJ   **May 2022**

WORK EXPERIENCE

Business Intelligence Analyst | Globus Medical, Audubon, PA   **Jan 2023 – Present**
- Teamed with Director of IT to create a PRD & user interface for Sales Reps, for performance tracking of Sales training, resulting in a 75% decrease in data entry time & an 80% improvement in data accuracy.
- Collaborated with Product Development to create a user interface for automating vendor communication, resulting in a 60% reduction in transaction processing time & optimizing supply chain operations.
- Created advanced Power BI dashboards using 7 years of historical sales data, demonstrating expertise in data visualization, resulting in 25% improvement in decision-making accuracy.

Project Manager| Conflux Systems, Orlando, FL   **Aug 2022 – Dec 2022**
- Managed a Project Aimed at optimizing staffing division's internal workflows by conducting product demonstrations & conveying responsibilities, reducing onboarding time by 20%.
- Implemented PM methodologies (Agile, Scrum) resulting in 15% reduction in project timeline & effective allocation of resources, reducing project cost by 10%.
- Collaborated with stakeholders, HR, and IT to streamline end-to-end workflow processes, ensuring a 98% on-time project delivery.

Product Manager Intern | Rowan University, Glassboro, NJ   **Jan 2022 – May 2022**
- Led cross-functional collaboration between developers and UI/UX designers to design a customized Rowan Events App for 23,000 students, resulting in 30% increase in campus-wide engagement with events across interests.
- Created a Product Requirement Doc & Implemented 6 features using LEAN methodology, resulting is 25% user acquisition & interaction.
- Led user interviews & feedback sessions, enhancing user experience, resulting in a 15% increase in overall user satisfaction.

Co-Founder | SPADE EVENTS, Punjab, India   **Oct 2018 – Dec 2020**
- Implemented 3+ marketing strategies, resulting in 50% increase in no. of events conducted over a 2.5-year period & leading to 30% growth in overall student enrollment & participation.
- Elevated organizational standing from Tier-3 to Tier-1 by collaborating with 5 major media houses, securing top talent from Bollywood, Music, & Tech industries, leading to a 40% increase in event attendance.
- Elevated SPADE's prominence with a 75% turnover rate in industry-specific events, orchestrating 30+ successful events and securing $10,000 in sponsorships & partnerships for funding.

Product Manager Intern | Board Infinity (E-learning Platform)   **Aug 2020 – Dec 2020**
- Designed & executed A/B tests for 3 UI screens, analyzing 500 user research points hence, gathered insights leading to data driven decisions resulting in 9% increase in user adoption.
- Developed and implemented prototypes for e-learning market features with the design team, resulting in a 20% decrease in user-reported issues and a 15% improvement in overall user experience.
- Evaluated $100M market size to developed Market requirement document (MRD) and Product Requirement Document (PRD), translating user requirements via user research resulting in 15% user retention.

PROJECTS & LEADERSHIP

Columbia University, Girls in Tech – Project: Job Readdi for Incarcerated Individuals
- Pioneered JobReaddi to help formerly incarcerated individuals find jobs, integrating personalized profiles and resource features.
- Researched justice-involved individuals' job search challenges and designed a high-fidelity prototype using Figma to enhance engagement and employment opportunities.
- Efficiently formed and led teams, overcoming design challenges, and demonstrating adaptability and strong problem-solving skills

Punjab University – Project: Travel Website for Broke College Students
- Designed a budget-friendly travel website targeting college students, showcasing skills in UX/UI design, web development, and cost-effective solution implementation.
- Integrated tailored recommendations specifically aimed at college students, demonstrating expertise in user research, content creation, and understanding of the student demographic for effective engagement and satisfaction.
- Established a community engagement platform where college students can share travel tips, experiences, and budget-saving strategies, fostering a supportive environment and enhancing user interaction.

ADDITONAL SKILLS

Data Analysis: SAP Business Objects, Power BI, Looker, Microsoft office, A/B Testing, Data Visualization
Business: Marketing, Digital Marketing, Market Research, Business Strategy, Customer Service, B2B, B2C
Product Management: FIGMA, JIRA, Visio, Trello, SharePoint, Product Roadmaps, UX research, UI/UX, Wireframes & Prototypes, Technical Documentation, Agile Project Management, Product Lifecycle Management