

Shubhangi Shreya Lal

- "Enthusiastic about simplifying experiences for the user"

+1(513)-238-0821 | shubhangislal@gmail.com | [linkedin.com/in/shubhangi-lal/](https://www.linkedin.com/in/shubhangi-lal/) | SAFe5 PO/PM Certified

EXPERIENCE

Product Manager

Sept 2021 – Present

McKinsey & Company

Atlanta, GA

- Product Manager in the data analytics domain, driving innovation and managing cloud-based data products, services, and support for 30K+ internal and external users, positioning the firm at the forefront of data intelligence
- Achieved \$5M in cost savings through a comparative user experience study, while overseeing value creation, budget management, and implementing the optimal data science and analytics product for the firm
- Led the seamless cloud integration of 600+ data visualization sites across 4 migration waves from on-premises to the cloud, collaborating with engineering, communication, and vendor teams to ensure uninterrupted services
- Spearheaded product vision, prioritization, OKRs, enabling the team to achieve 95% of objectives every quarter
- Directed the design, development, and marketing of the innovative data analytics intranet website, driving 55% user adoption within 3 months of the launch of the one-stop-shop hub
- Transformed licensing environment by spearheading the implementation of login-based license management, reducing license misuse by 42% at the firm
- Led a high-performing team to victory in the internal Ignite competition by devising and presenting an innovative product proposal for the implementation of gamified learning strategies at the firm

Product Manager Intern

Apr 2021 – Aug 2021

Mission Met LLC

Cincinnati, OH

- Utilized survey and data tracking tools (e.g., PostHog, Hotjar) to optimize strategic planning services for small nonprofits, aligning MMC with a data-driven mindset
- Conducted research to identify user onboarding challenges and successfully implemented an optimized onboarding workflow, resulting in a 30% increase in user engagement and activity

Graduate Teaching Assistant

Jan 2020 – Aug 2021

School of Information Technology, University of Cincinnati

Cincinnati, OH

- Assisting with Management in IT & Website Management courses in strategic designing of the course material, conducting labs, proctoring as well as grading exams and assignments for over 60 students in each class

User Experience Researcher

May 2020 – July 2020

Transpixel Studio

New Delhi, India

- Increased leads improving the customer conversion funnel by implementing inbound marketing and designing an optimized landing page for their Google AdWords campaign that maximized their quarterly ROI by 30%

Product Development Analyst

Apr 2018 – May 2019

Accenture Solutions Private Limited

Mumbai, India

- Led the development and quality assurance of – *Accenture Life and Annuity Platform (ALIP)*
- Launched 17 new life insurance products that spanned over 5 product lines within just 20 months of going live
- Launched ALIP-powered term life product that pioneered the yearly sale by 25% and processed over 1,000 applications within its first month

EDUCATION

University of Cincinnati

Aug 2019 – Aug 2021

Master of Science, Information Technology (GPA: 3.9/4.0)

Cincinnati, OH

- Graduate Assistant Scholarship (GAS), University Graduate Assistantship (UGA) (\$38,347 for top 2% of program)
- Published and Presented Thesis Poster on Design thinking at the 21st Annual ACM SIGITE Conference 2020
- Awarded Hopper Scholar at Grace Hopper Celebration 2020 & Woman in Product 2021 Scholarship

Kalinga Institute of Industrial Technology

July 2014 – May 2018

Bachelor of Technology, Electronics and Instrumentation

Bhubaneswar, India

TECHNICAL SKILLS

Methodologies: Agile, Product Strategy, Product Roadmaps, Budget Management, UX/UI Design, Design Thinking

Research: Qualitative Research, Consumer Behavior, Usability Testing, User Interviews, Data Storytelling

Design: Illustrator, Photoshop, Sketch App, Procreate, Adobe XD, CAD Illustration, Adobe Premiere, Jamboard

Technologies: JIRA, Python, Tableau, PowerBI, KNIME, Drupal, Alteryx, R, Slack Block Kit, IBM SPSS, CSS