

CONTACT ME AT

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in Aarti_Singhal

EDUCATION

MBA, Indian Institute of Management

Kashipur, Kashipur, 2023

BSc. Hons Mathematics, Indraprastha College

for Women, Delhi University, Delhi, 2019

CORE COMPETENCIES

- Business Requirement Specification (BRS)
- Automation Testing
- Workflow Design
- User Interface
- Product Roadmap
- Quality Assurance
- Software development Life Cycle (SDLC)
- UAT/CUG Testing
- AGILE
- Scrum
- Go-Live

TECHNICAL SKILLS

- JIRA
- Katalon
- Whizible
- FIGMA
- MOZARC
- Dynatrace
- Tableau
- MS Excel
- MS Word
- MS PowerPoint
- Application Lifecycle Management

SOFT SKILLS

- Communicator
- Reliable
- Negotiator
- Problem Solving
- Learner
- Eye to Detail

PERSONAL DETAILS

Address: 10-A, Ganesh Vihar, Gopalpura Bypass, Jaipur, 302018

Date of Birth: 12th March 1999

Languages Known: English, Hindi

AARTI SINGHAL

CORE OBJECTIVE

Targeting to leverage expertise in product management within the digital product domain to enhance product innovation, development, and market penetration in a customer-focused setting.

PROFILE SUMMARY

- With a tenure of 1 year in product management, adept in steering the evolution of software development life cycle (SDLC) for banking digital products.
- Hands on experience of working with Agile Mobility Product team at ICICI Bank, Mumbai, analyzing project change requests, impact analysis, and defect resolution.
- Skilled in team management, with a focus on driving successful project launches and app testing.
- Knowledge in user interface and user experience enhancement for mobile applications.
- Capable in utilizing JIRA Software, Tableau, and Excel for streamlined project management, data analysis, and reporting, enhancing decision-making processes and project outcomes.

WORK EXPERIENCE

Product Manager, ICICI Bank, Jun'23 – Present, Mumbai

Responsibilities:

- Streamlining the Business Requirement Specifications for app user journeys with well defined acceptance criteria, to ensure end-to-end delivery through diligent utilization of software JIRA.
- Spearheading the coordination of App sanity testing for Live apps, overseeing a dedicated team of 10 members to ensure optimal performance and functionality.
- Collaborating closely with the vendor Quality Kiosk Team to develop a new BRS template integrated with metadata and automated test cases creation, optimizing the testing process.
- Providing valuable feedback to product teams and squads on UX/UI design, driving enhancements such as the removal of unnecessary CTAs, clarification of functionality-related names, improvement of error messages, and selection of appropriate screens for test case failures.

Achievements:

- Led the iMobile Pay MFP 2.5 UAT Testing Project, assuming primary responsibility for a team of 50 members, ensuring meticulous execution and timely delivery.
- Successfully mitigated QA BRS review signoff aging, reducing it from 29 days to a remarkable 7 days for mobility projects.
- Achieved a significant 49% reduction in project go-live Turnaround Time (TAT) on the Instabiz platform, enhancing efficiency and productivity.
- Maintained an impressive average iteration of 2 for requirement reviews with the Current Account, Bill Pay, and compliance teams, ensuring alignment and swift progress.

INTERNSHIP

Operations and Marketing Manager, Xartup, Apr'22 – Jun'22

Responsibilities:

- Conducted the early-stage valuation of over 300 emerging ventures and assessed the concepts of more than 500 startup proprietors utilizing the Berkus Method to facilitate their inclusion in the fellowship.
- Facilitated the onboarding process and organized events for 8 or more founders from leading YC companies to engage with a community comprising over 10,000 members.

PROJECTS

- Nestofix, Sep'21 – Oct'21

CERTIFICATIONS

- Inbound Marketing by HubSpot
- The Fundamentals of Digital Marketing Google
- Digital Unlocked
- Excel Skills for Business: Intermediate by Coursera