KARAN VIEGAS

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EXPERIENCE

Oracle Data Cloud | Advertising Technology — New York, NY
Aug 2018 - Present
Associate Product Manager
- Building out a suite (4+) of client-facing & internal tools for integrations, to increase average self-service usage from ~15% to >60%, save ~4FTE/week admin time & cut risk significantly so far
- Conducted user interviews, surveys, UAT / Beta testing with clients & internal users; intimate collaboration with design to build mockups
- Maintained comprehensive PRDs with context, goals, success metrics, user stories + acceptance criteria and release phasing
- Measured client adoption & usage data via Google Analytics & PostgreSQL and maintained a repository for product requests
- Led biweekly product update meetings, Agile ceremonies with 2 engineering teams, design & QA
- Aligned feature prioritization with business themes via OKRs, WSJF and backlog grooming
- Collaborated with marketing and AM on launches and product positioning

Grapeshot (Acqd by Oracle) | Advertising Technology — New York, NY
June 2017 – July 2018
Product Strategy Associate
- Conducted research (desk, quantitative, qualitative) on the global App, Video and Advanced TV markets to build narratives for investment & partnerships
- Built Balsamiq wireframes for multiple products in scoping
- Built Confluence & Aha product pages, assisted in defining product roadmap
- Worked with Creative Director on internal and external branding initiatives

Columbia University | Operations Consulting — New York, NY
Sep 2016 – May 2017
Part-Time Consultant
- ApexIvy (South-Korean education consultancy):
  Led team of 8 to conduct competitive analysis, in-depth interviews and surveys of over 600 students
  Used supervised learning techniques on R & Excel to drive product / marketing strategy recommendations
- Louis Vuitton:
  Conducted UX research & prototyping for a web-based collaboration tool that was adopted by Supply Chain dept.
  Conducted interviews & ethnographic research at Distribution Center to analyze communication flow

Team Eco Titans | Automotive — Vellore, India
Jan 2014 – May 2015
Designer
- Performed 3D CAD modeling, flow analyses & fabrication of a 'super-mileage' vehicle using advanced materials like carbon fiber, to achieve a mileage of 340mpg for the Shell EcoMarathon Asia (Philippines, 2015)

EDUCATION

Columbia University — New York, NY
Sep 2016 – Dec 2017
MS in Management Science & Engineering
Courses in marketing, analytics, product development etc.

VIT University — Vellore, India
July 2012 – May 2016
B. Tech in Mechanical Engineering

SKILLS

Documentation	JIRA, Confluence	●●●●●
Data & Analysis	Excel, Google Analytics, SPSS	●●●●○
Advanced Analytics	PostgreSQL, R, Tableau	●●●○○
Programming	C++, MATLAB	●●○○○
User Interface	Balsamiq, JustInMind, Sketch	●●●●●
Graphic / Rendering	Photoshop, Keyshot, Illustrator	●●●○○
3D Modeling	Solidworks, AutoCAD	●●●●○

LANGUAGES

A — English
ह — Hindi
ß — German

ACHIEVEMENTS

- SAFe Agile PO/PM, SCRUM Professional Scrum Master I
- 2 Special Achievers' Awards, Merit Scholarship at VIT University
- 2 International Publications in Aerodynamics
- Marketing Consultant for Chamber Orchestra of Philadelphia, Treehaus

EXTRA–CURRICULAR

Leadership
Corporate Relations Chair — Columbia Engineering Energy Club
Graduate Ambassador — IEOR Department

Volunteering
English Teacher — Make A Difference
Volunteer — The Energy & Resources Institute

Music
Composer, Producer, Drummer
Grade 8 Piano Certified — Trinity College London

VIT Film Society

State-level Soccer