Roopha Rajagopal

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PROFILE

Product manager and product analyst with 5+ years of product experience, including 2+ years on consumer-facing digital products across support, student enrollment and payments, and retail checkout. Focused on user engagement, behavioral segmentation, user research, experimentation, and user communications — using SQL and digital analytics to find the *why* behind metric patterns and turn insights into data-driven product decisions. Combines first-principles problem solving with hands-on execution across copy, flows, wireframes, and launches, from discovery through release.

SKILLS

Discovery & Execution — Product Roadmapping, Backlog Prioritization, User Stories & Acceptance Criteria, PRDs, Business Cases, User Research & Interviews, Behavioral Segmentation, User Journey Analysis, Wireframing & Screen Flows, UX Copy, Notifications & Alerts, Digital Payment Flows, UAT, Release Readiness

Analytics & Experimentation — SQL, Digital Analytics, Cohort & Funnel Analysis, A/B Testing, Experimentation, KPI & OKR Tracking, Root Cause Analysis, AI/ML Workflow Evaluation

Collaboration & Tools — Cross-Functional Alignment, Stakeholder & Launch Communication, Scrum, SAFe, Jira, Azure DevOps, ServiceNow, Salesforce, Visio

Certifications — Certified Scrum Product Owner (CSPO) | Certified ScrumMaster (CSM) | SAFe Agilist | AIPMM Certified Product Manager

EXPERIENCE

Product Manager, AI Policy · Uber Technologies — Jun 2026 – Present

- Partnered with support, operations, and data teams on consumer-facing support workflows to strengthen user engagement across touch points, issue routing accuracy, and resolution speed.
- Queried support case and operational data with SQL and grouped users and interactions into behavioral segments to uncover root causes of workflow and routing defects, translating findings into prioritized backlog items.
- Wrote and refined user-facing support copy and configured alert and notification touch points that guided users through support interactions and follow-ups.
- Designed and evaluated experiments on AI-assisted support features with data and product stakeholders, defining success metrics and tracking engagement against quarterly goals.
- Applied digital analytics and user issue synthesis to refine support workflows and acceptance criteria, contributing to a 28% increase in consumer workflow engagement and adoption alongside a 32% improvement in resolution accuracy.

Product & Solutions Specialist · EdPlus at Arizona State University — Jan 2024 – Feb 2025

- Drove product requirements and end-to-end delivery for student-facing web and mobile enrollment workflows, including appointment scheduling and digital payment flows.
- Conducted user interviews and journey analysis across student cohorts, segmenting user behavior and friction points to guide product enhancements and measure workflow lift.

- Sketched wireframes and screen flows and wrote reminder and notification copy for enrollment and payment steps, clarifying next steps and reducing friction for students.
- Queried data with SQL and partnered with data science and engineering teams to validate recommendation and enrollment logic, define success metrics, and support release communications.
- Authored business cases, PRDs, and financial impact analyses that secured leadership sponsorship and funding, while leading backlog refinement, sprint planning, release readiness, and cross-team dependency management.

Product Operations Specialist · Deloitte — Feb 2022 – Aug 2023

- Owned backlog prioritization across features, defects, and technical enhancements for B2B commerce and financial platforms alongside engineering, design, operations, and external vendors.
- Partnered on order management logic, checkout workflows, and inventory visibility in customer-facing portals, reducing order fulfillment discrepancies by 65%.
- Collaborated on experiments and conversion rate optimization initiatives on web ordering flows tied to core business KPIs and OKRs.
- Established a structured onboarding and mentorship program for incoming product analysts covering backlog grooming, user story writing, and stakeholder alignment.

Product Analyst · Oracle — Aug 2021 – Feb 2022

- Led discovery and functional requirement definition for omni-channel retail workflows, including catalog setup, buy online pick up in store (BOPIS), and store fulfillment coordination.
- Analyzed consumer checkout journeys and system telemetry to isolate transaction drop-offs, supporting interface updates that achieved a 98% initial release pass rate.
- Authored business cases and functional specifications for data warehouse integrations and presented roadmap priorities to senior stakeholders.

Business Solution Specialist · AMBC Inc. (B2B Distribution) — Nov 2019 – Aug 2021

- Owned feature prioritization and roadmap execution for a B2B digital ordering platform processing $15M in annual transaction volume.
- Collaborated on integrating order management and fulfillment workflows into online ordering, increasing on-time order fulfillment from 81% to 94%.
- Queried data with SQL and analyzed ordering analytics to pinpoint friction in customer ordering paths and ship targeted usability improvements.

EDUCATION

Master of Science, Industrial Management · Arizona State University — USA

Bachelor of Engineering, Electronics & Communication · Anna University — India