

Karan Shetty

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📍 San Francisco Bay Area

EXPERIENCE

Associate Product Manager | Business Analyst

Kaiser Permanente (via ProKarma)

📅 12/2013 - ongoing

- Associate PM for Kaiser Permanente's Digital Membership Card. This feature provides access to member's digital insurance card via the KP iOS and Android app
- Led the ideation, design, execution and launch of a web application (DMC SST) to manage near real time changes to the Digital Membership card. The tool is projected to save more than \$1 million per year by reducing IT dependencies
- Shipped an iPad app for the Kaiser Sales team to increase productivity by 30%. I was responsible for driving the discovery, UI/UX design, development, testing and implementation phase
- Led a team of engineers and designers as a tech PM to develop an internal website from concept to launch within 4 weeks
- Provided training sessions, FAQ's, user guides and demos for users to understand the tool, which increased users by 2x
- Analyzed data from multiple sources to understand/define customer requirements and helped developers with JSON structures to consume this data
- Created Agile user stories, wireframes/mockups, BRDs and operational workflows to support the product
- Defined product roadmaps, identified feature requirements from end users and prioritized functionalities to meet the desired business goals and create high impact
- Developed UAT scripts and performed testing prior to every product release to ensure customer satisfaction and increase retention
- Proven the ability to communicate technical problems and solutions in a simplified manner
- Proactively contributed to multiple projects at ProKarma, thus saving costs up to 100K per project

Product Management Intern

SAP

📅 08/2012 - 08/2013

- Created a comprehensive report (via customer interviews, surveys, analyst reports) to help the team identify their major competitors. This report helped the team make strategic product decisions
 - Played the role of a social media manager by creating engaging content and defining KPIs to track the success. We increased users by 80% over a period of one year. The target channels were LinkedIn, facebook and YouTube
 - Implemented SEO strategies by using Google Analytics to improve traffic by 3x
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EDUCATION

M.S. Information Systems

Leavy School of Business, Santa Clara University

📅 09/2011 - 09/2013 📍 Santa Clara, CA

B.S. Computer Science

Manipal Institute of Technology, Manipal University

📅 06/2006 - 05/2010 📍 Manipal, India

ACHIEVEMENTS

What are you most proud of?

- Led a team of 7-10 to develop a website from scratch in 4 weeks. This design use case is featured on ProKarma's website
 - As an Associate PM, our team developed a self service tool for business users, thus reducing their IT costs by 300-400k per quarter
 - My proactive contributions and the ability to work on multiple projects at once has earned me the Outstanding Employee of the Year twice in a row at ProKarma
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