

# SIVINA JAYADEV

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## EDUCATION

### University of Notre Dame, Mendoza College of Business

August 2023 - May 2025

MBA - Business Analytics, Minors: Digital Product Management, Supply Chain & Operations Management

Notre Dame, USA

### Mahatma Gandhi University

August 2013 - May 2017

Bachelor of Engineering, Hons in Computer Science and Engineering

Kerala, India

## WORK EXPERIENCE

### The Little Spanish English School - Literacy and Education Non-Profit

June 2025 - Present

#### Product Owner

Remote

- Defined business plan, value proposition, and MVP for a global digital learning platform and translated the vision into a product roadmap while partnering with legal, finance, and engineering to ensure regulatory compliance and technical feasibility

### Adapta Education Inc - EdTech Startup

June 2024 - August 2024

#### Technical Product Manager Intern

South Bend, Indiana

- Led ideation, technical development, and launch of an AI integrated Learning Management System(LMS) by turning market research, 20+ client and expert interviews, and usability tests into product requirements by partnering with design and engineering from technical design through testing and release
- Grew the user base by 20% and customer satisfaction 15% by converting customer journey analytics and real time usage analytics into a focused user experience roadmap and shipping high impact releases with design and engineering
- Improved the LMS page processing time by 30% through identifying bottlenecks, implementing backend optimization and caching, and embedded business intelligence reporting for instructor insights

### NielsenIQ - B2B Go To Market(GTM) Projects

April 2021 - June 2023

#### Software Engineering Lead - Product UI Lead, Testing Subject Matter Expert(SME)

Remote

- Launched 3 Business Intelligence SaaS products for Precision Areas, Store Segmentation, and Store Execution for CPG clients including PepsiCo and Coca-Cola; Achieved 15% faster time to market by running joint requirements and sprint planning with product, UI/UX, and engineering
- Improved user experience by 20% and increased marketing profitability by delivering real time dashboards on large consumer datasets; standardized charting across 3 products by leading evaluations, proofs of concept and securing Highcharts adoption, which improved UI consistency, reduced maintenance, and accelerated dashboard delivery
- Raised code sonar coverage from 30% to 90%+, reduced QA incidents by 20%, and cut mentoring time by 60% through establishing automation standards, authoring documentation, and training; recognized as Knowledge Leader in QA and functional testing

### Verizon Wireless - Global Technology Solutions(GTS)

May 2020 - April 2021

#### Business Systems Analyst - Business Transformation Projects Lead

Chennai, India

- Reduced service request turnaround by 25% and saved \$3.5M annually by leading an NLP and machine learning Digital Worker product from concept to launch with engineering, operations, and support and earned a CIO Spotlight award for innovation
- Delivered 10+ digital transformation projects by replacing legacy monoliths with microservices, API first architecture, and AWS cloud integration, established reusable orchestration patterns adopted department wide
- Improved efficiency and performance by 30% by implementing load balancers, routing and Spring Batch to distribute bulk transactions across data centers and cut peak page load time to under 7s

### Verizon Wireless - Digital E-commerce Platform

June 2017 - May 2020

#### Software Engineer - Release lead, UI/UX Specialist

- Maintained 99.9% release uptime across monthly deployments by implementing a checkpointed release management process for code validation and launch readiness, earning the Vice President Spotlight award for innovation
- Raised customer satisfaction from 2.7 to 4.2 and improved user experience by 30% by redesigning the enterprise platform UI and system architecture using web analytics and customer feedback to identify issues and design new screens
- Built Angular UIs and REST APIs for multiple global enterprise products, contributing \$10M in revenue from payment system integration and \$24M from new product features

## SKILLS

**Product & Operations** : Technical Product Management, Product Strategy, Product Development, SDLC, Agile/Scrum, DevOps, Jira, Confluence, Product Backlog, Stakeholder Management, Creative Problem Solving, Communication Skills

**Data Analytics & Visualization** : Data Science, Power BI, Tableau, Figma, R-Studio, SAS, SPSS, OracleDB, MongoDB, SQL, Looker, Excel, Google Analytics, Snowflake, GenAI, A/B Testing, Microsoft Power, Optimization, KPI Development, Dashboarding

**Scripting Languages & Cloud Solutions**: Python, SQL, C++, Core Java, Angular, PCF, Azure, AWS, OS, System Networks

## LEADERSHIP & INTERESTS

- Tesla Robotics (Fall 2024) – Graduate consultant on autonomous systems, VP of Admissions - ND Women in Business
- Startup Mentor, Tech Sprint Series – Scaled B2B SaaS MVPs from 0-1 with Notre Dame Incubation Center & Unusual Ventures