**VAMSI ATCHI**

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Passionate Mobile App Product Manager with 5+ years of experience driving UX-focused, data-informed product strategies across mobile and web platforms. Adept at leading cross-functional teams to build scalable mobile apps in fast-paced environments—especially in automotive and IoT domains. Proven track record of using user research, analytics (SQL, Power BI), and agile delivery to elevate mobile product performance, drive engagement, and reduce churn. Experienced in logistics, voice/IoT integrations, and real-time inventory management. PSPO I Certified.

**SKILLS**

**Product Management:** Roadmap Development, iOS/Android Development Collaboration, Backlog Grooming, Sprint Planning, Feature Prioritization, Go-to-Market Strategy, KPI Tracking, Product Lifecycle Management, Stakeholder Management, User Story Mapping, Requirements Gathering, MVP Definition, Agile, Scrum, PRD

**Business and Product Analysis:** Requirements Elicitation, BRD/FRD Development, Impact Analysis, MoSCoW Prioritization, Kano Model, Acceptance Criteria Definition, UAT, Dependency/Risk Analysis, App Store Optimization

**Data Analysis:** A/B Testing, SQL, Tableau, Power BI, Mixpanel, Google Analytics, Funnel Analysis, Conversion Optimization, Cohort Analysis, Data-Driven Decision Making, User Behavior Tracking, pandas, NumPy, Statistical Analysis, Exploratory Data Analysis, Retention Metrics, Engagement Tracking

**UX and Design:** UX Research, Mobile UX, Wireframing, Journey Mapping, Prototyping, User Testing, Design Collaboration, Figma, Miro, Firebase,

**Collaboration and Product Tools:** Jira, Confluence, Notion, Trello, Asana, MS Project, Slack, Microsoft Teams, Zoom, Google Workspace, MS Office

**Technical Skills:** Python, R, scikit-learn

**PROFESSIONAL EXPERIENCE**

**AUTOEX LLC**, Remote, USAMay 2023 – Present

**Product Manager**

* Spearheaded the development of a vendor-focused mobile application to streamline car inventory management, including real-time vehicle status updates, pricing intelligence, and vehicle document validation.
* Owned the product vision and roadmap for an enterprise automotive platform, aligning feature development and release planning with strategic goals.
* Headed cross-functional Agile teams using Jira/Confluence, leading sprint planning, backlog refinement, and ensuring transparent progress tracking.
* Conducted user research and competitive analysis, translating insights into actionable product needs and prioritizing features to maximize user value.
* Collaborated closely with Android/iOS teams and engineering to design mobile-first features that improved vendor onboarding and retention by 20%.
* Crafted user journeys and workflows using Figma and Miro, enhancing the end-to-end car buying and selling experience for users and stakeholders.
* Executed go-to-market strategy in close partnership with marketing, preparing comprehensive launch plans and content for cross-functional teams.
* Facilitated product demos and feedback loops, securing stakeholder alignment and driving releases that comply with business and regulatory goals.
* Integrated Firebase and Mixpanel to track user behavior and push performance-driven updates that improved app engagement metrics by 30%.
* Led usability testing and A/B experiments, coordinating with the UX team to validate product hypotheses and drive ongoing improvement in usability.
* Coordinated usability testing for mobile features with car dealership partners to validate improvements to app UX and flow efficiency.

**WINGFOTECH PVT. LTD.** May 2019 – May 2020

**Business Analyst / Product Analyst**

* Drove requirements elicitation through workshops and stakeholder interviews, translating insights into actionable user stories with Jira & Confluence.
* Defined and prioritized product roadmaps using MoSCoW and Kano frameworks, ensuring alignment with business objectives and stakeholder needs.
* Established KPIs for new product features, developing Tableau dashboards to monitor outcomes and drive improvement cycles across product lines.
* Developed and maintained comprehensive BRDs and FRDs, supporting clear communication between business stakeholders and technical teams.
* Led product analytics and roadmap development for a mobile application enabling remote control of home automation systems via Blynk IoT and Google APIs.
* Worked with engineering teams to design and optimize mobile voice interaction features using Google Voice integration.
* Defined feature specs and user journeys tailored to Android interfaces, increasing ease-of-use and voice control adoption by 25%.
* Partnered with QA to set user acceptance criteria and conducted UAT sessions, ensuring all released features matched business and usability standards.
* Led impact analysis for proposed business changes, documenting dependencies/risks to mitigate project delivery issues and stakeholder misalignment.

**GITAM UNIVERSITY** Sep 2019 – Dec 2019

**Data Analysis Research Assistant**

* Conducted rigorous statistical analyses using Python and R, driving actionable insights for machine learning model evaluation in speech recognition.
* Applied advanced exploratory data analysis techniques, utilizing pandas and NumPy, to uncover research trends and inform accessibility model design.
* Leveraged Python (scikit-learn) for model validation and statistical inference, facilitating continuous refinement of accessibility-focused ML algorithms.

**ACADEMIC PROJECTS**

**Product Consulting – ProjectModern IT Solutions** (Client)Jan 2024 – May 2024

* Orchestrated AI strategy and UX redesign for a real estate insurance platform, using Gantt charts to align stakeholders and accelerate delivery.
* Developed digital prototypes and optimized workflows, driving client satisfaction through actionable AI insights and user-centered improvements.

**Chess Game Analysis – Predictive Modeling** Jan 2023 – May 2023

* Engineered a predictive engine for chess outcomes using Python, Hadoop, Sqoop, enabling strategic insights from large-scale player datasets.
* Enhanced betting recommendation strategies by refining outcome prediction models and optimizing data-driven approaches in behavior analysis.

**Agile System Upgrade Simulation** Jan 2023 – May 2023

* Directed Agile delivery simulation with JIRA, MS Project, Scrum, structuring epics, sprints, and risk controls for a mid-sized ecommerce upgrade.
* Reduced rework through WBS planning, improved backlog prioritization, and enforced sprint review gates with documentation in Confluence.

**EDUCATION**

**THE UNIVERSITY OF TEXAS AT DALLAS |** M.S. in Information Technology & Management (GPA: 3.1/4.0)May 2024

**GITAM UNIVERSITY |** B.Tech. in Electronics & Communication Engineering (GPA: 3.5/4.0)Apr 2022

**CERTIFICATIONS**

Professional Scrum Product Owner I (PSPO I) – Scrum.org

**ADDITIONAL HIGHLIGHTS**

**Volunteering:** Taught English to children at U&I Org on weekends for 9 months, fosteringcommunication skills and community engagement.

**Hybrid Skill Set:** Known for blending product thinking, technical implementation, and UX design to deliver well-rounded product solutions.

**AI-Driven Product Growth:** Expanding skills in AI-integrated UX design and strategic product planning through hands-on projects and coursework.

**Cross-Functional Collaboration:** Experienced working with engineering, marketing, data science, and design teams in fast-paced Agile environments.

**Outcome Focused:** Proven ability to influence business results—evidenced by improved KPIs such as lead conversion, retention, and time-to-market.