

POOJA HEGDE

Product Builder | AI & Data Products

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Work Authorization: Canada - authorized to work | United States - F-1 CPT, subject to DSO authorization

PROFESSIONAL SUMMARY

Product builder across B2B SaaS, applied AI, and data engineering. Turns customer evidence and product telemetry into requirements for onboarding, integration reliability, and AI-assisted support. Writes build-ready PRDs, defines testable product decisions, and partners across engineering, design, and customer success. Currently pursuing an MBA in Applied AI in Business.

PROFESSIONAL EXPERIENCE

Senior Technical Product Analyst, Method CRM for Intuit QuickBooks

July 2024 - February 2026

- Led discovery across workflows serving **500+ SMB accounts**, combining customer feedback, support evidence, and product telemetry into prioritized requirements, acceptance criteria, and roadmap recommendations.
- Defined activation around a value-producing onboarding workflow; a controlled experiment produced a **37% relative lift versus control** (exact event, sample, and window confidential).
- Partnered with engineering, design, and customer success through launch of visible sync status, customer-friendly errors, and self-service recovery; internal monthly comparisons showed lower sync-error support-ticket volume afterward.
- Defined source visibility, escalation behavior, evaluation criteria, and human-review guardrails for AI-assisted support workflows.

Technical Product Analyst, Method CRM for Intuit QuickBooks

August 2023 - June 2024

- Reviewed **100+ customer cases** to identify recurring workflow friction and convert findings into prioritized product requirements and testable acceptance criteria.
- Built SQL telemetry views, funnels, cohorts, and metric contracts used to define launch measures for activation, engagement, and retention.
- Validated product hypotheses through user interviews, quantitative analysis, and controlled experiments with engineering, design, and customer success.

Artificial Intelligence Researcher, AI Hub - Canada

August 2022 - July 2023

- Built an NLP knowledge-routing classifier that reached **95% accuracy** on a held-out internal evaluation set (dataset size confidential).
- Translated research into PRD-style documentation, evaluation criteria, edge cases, and human-in-the-loop boundaries for engineering teams.

Data Engineer, Wipro - India

February 2021 - July 2022

- Rebuilt Matillion ETL pipelines and SQL models to shorten request-to-ready turnaround and improve data reliability for product and business stakeholders.
- Shipped self-serve Power BI dashboards and automated Azure DevOps CI/CD workflows to make releases more repeatable.

SELECTED PRODUCT PROJECTS

Signal-to-Roadmap | Independent Demo

Synthetic data | Python, embeddings, KMeans

- Built a local demo that clusters synthetic support, sales, and review signals into themes and weighted roadmap suggestions; clearly labeled the absence of production users.

Trippin AI | Independent Prototype

Mock client-side extraction | Next.js, TypeScript

- Built a functional prototype that turns pasted travel inspiration into place cards, maps, and day-by-day itineraries using mock extraction.

SKILLS

Product Management: Product Discovery | User Research | PRDs | Acceptance Criteria | Roadmapping | Prioritization | A/B Testing | Product Analytics | Success Metrics | AI Product Evaluation

Technical: SQL | Python | Power BI | Data Pipelines | Databases | Product Telemetry | Integrations & Sync Workflows | API Testing (Postman) | ML/NLP Evaluation

Tools: Figma | Jira | Linear | Notion | Amplitude | Mixpanel | Postman | Airtable | Azure DevOps

EDUCATION

MBA, Applied AI in Business, Westcliff University - USA (Started August 2026; in progress)

Postgraduate in Artificial Intelligence, Durham College - Canada (2023)

Bachelor of Computer Applications, Bangalore University - India (2020)