Diksha Naruka (SaaS Product Manager)

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Certified, data-driven Product Manager with 5+ years of experience in healthcare technology. Developed & launched SaaS CRM ERP tools AI chatbots, and EMR-integrated solutions to improve patient engagement, medical practice and virtual care. Expert in project management, stakeholder collaboration, go-to-market strategies, and agile process improvement. Built user centric UX/UI design, achieving product-market fit and KPIs, while managing cross-functional teams and SDLC frameworks from ideation to rollout.

HEALTHCARE MODULES AND SOFTWARE :

Software Research and Functionalities: Conducted in-depth research on healthcare CRMs like **Mindbody, RXPhotos, Symplast, and EPIC** to design solutions aligned with medical industry trends and market demands.

- **Core Medical Features**: Online Booking, Appointment Scheduling, Check-in Kiosks, Staff Time Logs, Billing, Electronic Medical Records (EMR), Revenue Cycle Management (RCM), Notifications and live alerts in report changes, and Patient appointment confirmation Messages/Reminders powered by AI chatbots.
- **Advanced Functionalities**: Digital prescriptions, customizable note templates, clinic letterhead and documentation, approval workflow for senior doctor or specialist, doctor and room assignment, body imaging, treatment plans, medical history management, and digital signatures.
- **Patient & Provider Tools**: User profiles, file upload and data storage, room and doctor scheduling, search functionality for doctors/clinics, pharmacy connections, online medicine orders, customizable medical services, and patient management and engagement portal to streamline interactions and improve satisfaction.
- **Admin & Staff Portals**: Created **admin portals** for managing user permissions, system configurations, and advanced reporting, alongside staff portals for task coordination, schedule management, and internal communications.
- **Interactive Dashboards**: Designed real-time dashboards to track key metrics such as daily appointments, revenue, patient statuses, and provider schedules, enabling data-driven decisions and operational efficiency.
- **B2B SaaS and Sales**: Delivered features like sales order writing, customizable eCommerce plugins, online tradeshows, product listing, and seamless data integration with reporting and analytics to drive growth and streamline workflows.

WORK EXPERIENCE:

Product & Delivery Manager   Toronto, CA
MYKEEPER (Remote)   Apr 2024 – July 2024

- Led a cross functional team, revamped & launched a new web app version, collaborated with marketing to run campaigns and **strategized webinars with live Demos**, resulting in **25% higher feature adoption** and premium subscriptions.
- Outlined & **designed customer welcome experience**, with 'How to' video tutorials, dashboard reminders, links to the knowledge base (FAQs), and step-by-step tooltips to guide users through features, **improving overall navigation and user satisfaction**.
- Implemented **automated testing solutions** enhancing **QA and UAT** efficiency by 60% led to smooth product launch and fewer bugs.
- Proposed and **built a DB query tool** that cut support response time by 40%, boosting efficiency, **developed signup user flow** journeys for premium and basic accounts and **integrated AI solution** for the US Govt. VLM project.

Product Manager   Toronto, CA
MARKETTIME (Remote)   Feb 2020 – Sept 2023

- **Introduced 2 new features (Virtual Tradeshows and B2B Shop Fronts)**, developed a **product demo** led to a **partnership** with DMC and the **acquisition of 3 competitors**, tripling the client base, retailers, orders, and **generating $2B in annual revenue** in COVID.
- Managed end-to-end software development lifecycle in an Agile fast paced environment through **data-driven decisions**, from **Requirements Gathering** to delivering **MVP Launch of 2 new Cloud based (B2B ERP SaaS) solutions** within **7-month timeframe**.
- **Implemented secure payment processing solutions** by integrating APIs, streamlining transactions, ensuring compliance with industry standards, and creating seamless user experience.
- Developed **22+ product features leveraging customer feedback, and managed cross-functional team of 40,** collaborating with designers, developers, engineers, and testers on JIRA Scrum Kanban, alongside weekly sprints, retrospectives and code reviews.
- Led **backlog grooming sessions** and roadmap analysis, refining and prioritizing tasks and tradeoff features with stakeholders to ensure the development team focused on high-impact features, resulting in a **75% improvement in product release timelines**.
- Conducted user acceptance testing to ensure design and user requirements were met, supporting the engineering team with BRDs, PRDs, and technical **documentation to enhance CI/CD pipelines and improve product performance**.

Project Manager (UX UI & Content)   Surat, IN
MEDIONCE SOLUTIONS PVT. LTD.   Jan 2018 – Feb 2020

- **Promoted** after contributing to Helacard app's **recognition as one of Google's top 10 medical applications** in India.
- **Documented 15+ reports in confluence** on competitor analysis, user personas, business plan, and market needs, providing actionable insights that shaped idea validation, product strategy, product planning & execution to drive business growth.
- **Conducted user and market research to identify gaps**, wireframed and relaunched a responsive website with improved user experience, persona-focused SEO content and interactive design, **resulting in 300 demo requests** in first month alone.
- Executed promotional marketing, brand awareness, and **onboarding campaigns** using social media and online/offline materials **(welcome kits, newsletters, how-to guides, brochures),** leading to a 55% increase in conversions and a 30% boost in retention.
- **Defined product positioning, KPIs, and success metrics**, along with acceptance criteria, while designing and developing interactive dashboards using data visualization tools to deliver real-time insights and significantly enhance stakeholder decision-making.

- Developed multiple websites using CMS WordPress, Odoo, Shopify and OpenCart using HTML, CSS, PHP, JS, React and REST APIs.
- Conducted in-depth data analysis, qualitative and quantitative research with the marketing team to optimize software products, leading to a **decrease in churn rate by 15%**. Established digital presence via social media, PPC, SEM, and Online Display marketing.
- Worked on FB/Google Ads campaigns, link building yielding lead conversion, 25% client base growth and increased website traffic.
- Achieved **1st rank on targeted keywords and SEO**, leading to an **increase in lead generation traffic** and brand improvement.

EDUCATION:

Software Engineering (React, JavaScript, Node.js, Express Certified)   BrainStation, CA
Growth Marketing (Certified)   GrowClass Canada
Market Research & Business Analytics (3.6 CGPA)   Centennial College, CA
International Business Management (3.6 CGPA)   Seneca College, CA
Electronics & IT Communication Engineering   (Honors)   Rajasthan Technical University, IN

CERTIFICATIONS:

- ✓ Advanced Scrum JIRA Project Management, PMI
- ✓ Product Development & Management Agile
- ✓ Technical Product Manager
- ✓ API & Web Development Services

- ✓ Full Stack Development Bootcamp
- ✓ Google Analytics
- ✓ Digital Marketing & SEO
- ✓ Business Analysis & Product Strategy

SKILLS & TECHNOLOGIES:

Management Tools: JIRA kanban, ClickUp, Monday, Salesforce, Trello, Asana, Google Suite, Confluence, MS Office, Excel, Scrum Agile
Reporting, Analytical and Problem Solving: Tableau, Power BI, Data visualization, SQL, Survey, A/B Testing, Documentation skills, Notion
Technical (Computer Software): HTML, CSS, JavaScript, PHP, APIs, WordPress, Shopify, React, NodeJS, MySQL Database, CRM, CMS
Designing Tools: Figma, Canva, Envato, Wireframing, Prototyping, Miro, Adobe, Mockups, Sketch, Invision, UX/UI Design Systems
Digital Marketing: SEO, Lead Generation, SMM, Advertising, Link Building, Data Analysis, Web Analytics, Qualtrics XM, Optimizely, GA4, SEM, PPC, HubSpot, content management, SendGrid, local listing, Google My Business Optimization, Graphics, Mailchimp, QuickBooks
Customer Management Experience: Customer Success Training, Communication Skills, IT Troubleshooting, Handling Escalations

SOFT SKILLS:

- Budget & resource management to make changes in project scope, timeline, costs, and resources. Excellent communication skills.
- Proactive in resolving dependencies, removing blockers, also building trust and rapport with stakeholders and clients.
- Entrepreneurial mindset with a positive "phoenix can-do attitude" to overcome challenges and deliver impactful results.
- Experienced in project planning, problem-solving, roadblock resolution, sales & account management, startup growth.
- Drafting & executing business growth plans, requirements gathering, stakeholder feedback analysis for feature market expansion.
- Experienced in cross-functional leadership, client relationship management, business development, and strategic partnerships.