

ADITI BHALLA

Product Manager Extern / Product Owner | Transforming Abstract Ideas into Defined MVPs | Backlog Ownership | Generative AI | PSPO |
AI/ML | Supply Chain | 5 Yrs Experience

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PROFESSIONAL SUMMARY

Product Owner with 5+ years of experience combining a software engineering background with certified AI Product Management expertise. Skilled in prompt engineering and translating ambiguous ideas into structured Backlog, user stories, and INVEST-aligned acceptance criteria. Brings Agile/Scrum delivery experience, backlog management, and WSJF-based prioritization

CORE SKILLS

MVP Strategy • Stakeholder Relations • PRDs & User Stories (INVEST) • LLMs, RAG & Prompt Engineering • Agile/Scrum & Backlog Ownership • Prioritization (WSJF, MoSCoW) • North Star & AARRR Metrics • Cross-Functional Collaboration • Microsoft Azure DevOps • Jira • Backlog Grooming • Backlog Prioritization

PROFESSIONAL EXPERIENCE

Product Manager Extern (Externship) | BeReal (via Extern) — Remote | Sept 2026 – Present

- User Journey Optimization: Mapping end-to-end user journeys to isolate user delight factors and eliminate critical friction points across the application core experience.
- Competitive Benchmarking: Analyzing and evaluating competitive ecosystems to identify high-impact features that successfully drive acquisition, engagement, and product growth.
- Feature Innovation & Prototyping: Designing and prototyping new feature concepts focused on expanding Monthly Active Users (MAUs) and driving scalable user retention.
- Focus Group Testing & Iteration: Leading focus group evaluations and analyzing user feedback data to systematically refine prototypes and iterate feature requirements.
- Data-Backed Product Pitching: Formulating and presenting data-driven product proposals to cross-functional stakeholders to win alignment and strategic buy-in.

Product Owner Nov 2022 – May 2023 **Human Health Project** | Remote

- Stepped into an early-stage digital health platform during the discovery phase to define ambiguous product requirements and establish a strategic direction for the application.
- Mapped end-to-end patient journeys and collaborated closely with cross-functional stakeholders to align on user pain points and define the foundational MVP scope.
- Authored 30+ highly detailed user stories complete with acceptance criteria, structured the initial product backlog, and documented comprehensive user flows.
- Successfully transformed abstract, high-level ideas into a production-ready blueprint and fully groomed backlog, giving the future engineering team a clear, actionable starting point for development

Freelance Product Consultant Jul 2022 – Jan 2023 **Freelancer.com** | USA

- Led end-to-end product discovery across client engagements, evaluating market gaps, defining user personas, and identifying key pain points to shape product direction.
- Formulated detailed PRDs with prioritized backlogs and INVEST-aligned user stories and acceptance criteria, delivering execution-ready documentation from problem framing through solution design.

Product Management Project Experience *Dec 2021 – Jul 2022* **upGrad** | *Bangalore Urban*

- Conducted customer discovery interviews to identify pain points and product gaps, defining problem statements and solution hypotheses.
- Built and prioritized product backlogs using MoSCoW and WSJF frameworks, breaking solutions into epics, features, and user stories with clear acceptance criteria.
- Defined MVP scope and product success metrics, identifying risks and dependencies based on the feasibility and delivery planning.

Team Lead *Aug 2016 – May 2017* **Key Computers Ltd** | *Bangalore*

- Led delivery of an end-to-end warehousing application with a 6–10 member team, advancing features from structured requirements through production.
- Followed sprint planning, backlog refinement, and retrospectives, aligning team output with delivery timelines.

Software Engineer *Jun 2015 – Jul 2016* **Key Computers Ltd** | *Bengaluru*

- Developed core modules for order management, fulfillment workflows, and inventory tracking, aligning technical feasibility with business objectives.
- Coordinated with onshore stakeholders to refine requirements, translating ambiguous inputs into functional software and delivery-aligned documentation.

Associate Software Engineer *Apr 2013 – Jun 2015* **ThoughtFocus** | *Bengaluru*

- Resolved application workflow defects by reproducing issues, isolating root causes, and breaking down complex problems into structured resolution steps.
- Built software functionality using .NET in collaboration with cross-functional teams, converting requirements into working solutions aligned to defined system behavior.

EDUCATION

Post Graduate Certificate, Product Management — Duke University (2021 – 2022)

MCA, Computer Science — Indira Gandhi National Open University (2004 – 2007)

BCA, Computer Science — Guru Nanak Dev University, Amritsar (2000 – 2003)

CERTIFICATIONS

AI Product Management • Post Graduate Certificate in Product Management • Managing Machine Learning Projects • Large Language Model Concepts • POPM6.0 • PSPO