



Ananya Pandya

Strategic and results-oriented Senior Product Manager with 7+ years of experience driving digital transformation, product innovation, and user-centric design. Proven track record of leading cross-functional teams to deliver high-impact products that increase user engagement, streamline operations, and drive revenue growth. Skilled in data-informed decision making, product strategy, and scaling solutions from vision to execution.

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SKILLS

Product Strategy & Roadmapping

User-Centered Design

Requirements Engineering

Data-Driven UX

Cross-Functional Team Leadership

Agile & Scrum Methodologies

Stakeholder Management

Interaction Design & Information Architecture

Wireframing & Prototyping

UX Research & Usability Testing

Data Visualisation & Analytics

Design Thinking & Lean Startup

WORK EXPERIENCE

Product Lead

Feb 2024 - Present

Contactify

Winterthur, Switzerland

- Drive strategic alignment across design, engineering, and leadership by leading end-to-end product requirement processes, accelerating feature delivery by 30% and reducing ambiguity in execution.
- Improve user satisfaction by driving user research and iterative prototyping, increasing core feature adoption by 25% and directly influencing product-market fit in key verticals.
- Shape product strategy and roadmap by synthesizing market trends and customer feedback, enabling Contactify to expand into two new segments and strengthen its competitive edge.

Usability & UX Consultant

Jan 2022 - Oct 2023

Die Ergonomen Usability

Zürich, Switzerland

- Implemented a new Data-Driven UX service, utilizing advanced data analysis techniques to uncover valuable insights and behavioral patterns, driving a 20% enhancement in user engagement and satisfaction metrics.
- Led end-to-end UX research in wealth management, using qualitative and quantitative methods to inform design decisions, leading to a 10% rise in conversion rates.

CTO | Product & UX Lead

Aug 2020 - Dec 2021

Viabz

Zürich, Switzerland

- Defined and executed a product roadmap aligned with business goals, increasing user engagement by 20% and revenue by 15%, while leading UX design efforts that boosted customer satisfaction by 25%.
- Fostered a culture of innovation through design sprints and idea-sharing platforms, driving a 30% rise in employee engagement and generating 50+ new product ideas.

UX Designer

Jun 2019 - May 2020

Schindler Creations

Zürich, Switzerland

- Led user research and usability testing for HMI systems, increasing user satisfaction by 30% and reducing user errors by 20%.
- Collaborated with engineers and PMs to redesign navigation structure, cutting task completion time by 20% and improving system efficiency.

Product Manager

Jul 2014 - Sep 2017

Surya Offset

Ahmedabad, India

- Led agile digital transformation projects for government processes, reducing time by 30%, boosting user satisfaction by 20%, and cutting paper-based processes by 90%.
- Conducted user research and usability testing to enhance public-facing platforms, increasing adoption by 15% and decreasing error rates by 10%.

EDUCATION

MSc in People Oriented Computing & Data Science

Sep 2017 - Jul 2021

University of Zurich

Zürich, Switzerland

Bachelor of Engineering in Computer Science

Aug 2010 - Jun 2014

Gujarat Technological University

Gujarat, India

VOLUNTEER EXPERIENCE

Local Leader & Country Manager

Dec 2020 - Present

Interaction Design Foundation Zürich

- Planned and executed a series of 20+ meetups, webinars, and workshops to provide knowledge-sharing and networking opportunities for a community of 275+ members in the field of UX, resulting in an increase in attendee satisfaction by 30%.

CERTIFICATIONS

Innovation of Products and Services: MIT's Approach to Design Thinking

- Awarded "Best Project" at MIT for developing innovative solutions to the parking problem using the service experience cycle approach.

Social Entrepreneurship: For Profit for Purpose

- Winner of the final pitch competition with "c.Health", a user-centered social entrepreneurship venture aimed at maximizing treatment outcomes in alignment with SDG Goal Number 3.

Digital Entrepreneurship: Lean Startup

- Led user research and designed innovative wireframes and high-fidelity mockups to address mobility challenges in multi-modal transportation, demonstrating expertise in digital entrepreneurship and lean startup principles.

TOOLS & TECHNOLOGIES

- **Product & Project Management:** JIRA, Confluence, Notion
- **Analytics & Data:** Google Analytics (GA4), Mixpanel
- **User Research & Testing:** UserTesting, Maze, Hotjar, Typeform
- **Design & Prototyping:** Figma, Miro, Sketch
- **CRM & Customer Insights:** HubSpot, Salesforce
- **Collaboration & Docs:** Slack, Google Workspace, Microsoft Teams

LANGUAGES

English - Native or Trilingual

German - B1/B2 Level

French - A1 Level

Gujarati - Native or Trilingual

Hindi - Native or Trilingual

INTERESTS

 Travelling

 Cooking

 Entrepreneurship

 Hiking

 Sports

 Photography