

Deepthi Upendra

Product Manager | Consumer Products · Compliance Automation · AI Product Systems

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PROFILE

Product Manager with 8+ years of experience building consumer-facing and operational products across fintech, healthcare, insurance, and enterprise software. Proven track record of translating complex regulatory, operational, and user problems into shipped product solutions — across multiple markets, cross-functional teams, and regulated environments. Known for identifying the underlying user problem before touching the roadmap, validating through evidence, and delivering measurable outcomes with pace.

SKILLS

Product Management: Product Strategy · Product Discovery · 0→1 Development · Roadmapping · Prioritisation · Experimentation · KPI Definition · Cross-Functional Leadership · OKR Definition & Execution

AI & Automation: AI Product Management · AI Feature Specification · Constraint Logic & Guardrails · Human-in-the-Loop Systems · Workflow Automation · AI Usability & Adoption · Product Validation for AI Experiences · Regulatory Requirements Translation

Research & Discovery: Customer Interviews · Field Research · Behavioural Research · Journey Mapping · Usability Testing · Cross-Market Discovery · Stakeholder Alignment · Operational Analysis

Tools: Figma · Miro · FigJam · Jira · Confluence · Adobe XD · Zeplin

PROFESSIONAL EXPERIENCE

Space Fluent *Oct 2025 – Present*

Founder & Product Manager

- Built a 0→1 consumer product from concept to launch with full ownership across strategy, customer research, experimentation, monetisation, and operations.
- Ran 70+ growth and product experiments, identifying behavioural drop-off patterns and redesigning the user journey around key failure points — improving engagement and retention.
- Evaluated and implemented AI-assisted workflows, defining quality thresholds and validation mechanisms that reduced content production effort by 70% while maintaining output quality.
- Established a metrics framework using retention, shares, saves, and engagement signals to guide product decisions and prioritisation.

Citibank India *Aug 2023 – Oct 2025*

Product Manager – Compliance Automation & AI Strategy

Official Title: Senior Product Designer

Global Platform Localisation — Mandatory Absence & Rules Engine

- Led localisation of two global compliance platforms across India, Singapore, UAE, UK, and the Philippines — translating market-specific regulatory and operational requirements into a unified product architecture.
- Identified a production risk caused by supervisors approving requests using outdated operational data — resolved by redesigning the information surface at the moment of decision, not the underlying rules.
- Reduced approval turnaround time from 2.3 days to same-day processing, L2 operational dependency by 40%, and operational incidents by 18%.
- Aligned compliance, operations, technology, and business stakeholders on product direction before development began.

CoFY — AI Feature Evaluation & Guardrail Design

- Evaluated AI opportunities for Citibank's internal compliance platform, assessing feasibility, regulatory constraints, and implementation risks with engineering teams.
- Defined product requirements, accuracy thresholds, and human oversight mechanisms for AI-assisted compliance workflows.
- Specified constraint logic and guardrail requirements before engineering engagement — preventing deployment of AI outputs that were accurate in testing but legally unreliable in production.

Digital Banking Platform — Multi-Market Consumer Discovery

- Conducted customer discovery across 5 countries, influencing a \$5M product roadmap and contributing to approximately \$3M in business impact — increasing conversion by 28% and mobile engagement by 45%.
- Built a centralised research repository serving 200+ stakeholders, delivering \$150K annual savings while training 50+ PMs and Designers.

UnitedHealth Group (Optum) *Aug 2021 – Aug 2023*

Product Manager – Healthcare Platforms

Official Title: Senior Product Designer

Secure Visits Reporting & Compliance Dashboard

- Led product discovery and redesign of a healthcare compliance reporting platform, reducing interpretation errors by 25% and improving user satisfaction by 20%.

BI Tool Recommender

- Led research and product design for an AI-assisted recommendation engine supporting analytics tool selection across enterprise and SMB user groups.

Plan Participation Search Tool

- Led discovery through delivery for a healthcare search platform — 15 interviews, 120 surveys — reducing task completion time by 40% and increasing satisfaction from 2.8 to 4.7/5.

Additional Contributions

- Conducted usability research with 60+ insurance agents. Contributed to approximately \$1.2M in revenue impact through workflow improvements. Supported platform standardisation across 500+ internal applications.

Accenture*Jan 2019 – Aug 2021*

Product Manager – Enterprise Solutions

Official Title: Interaction Designer

Smart City Program (Cisco)

- Led customer discovery and stakeholder alignment across 10 European countries, synthesising research insights into product recommendations that improved decision-making and stakeholder buy-in.

Customer Portal Transformation

- Increased customer satisfaction scores by 45%. Received the Accenture Design Excellence Award for product impact and customer experience improvements.

Product Discovery & Stakeholder Management

- Facilitated 15+ stakeholder workshops translating customer insights into product requirements and prioritisation decisions. Reduced iteration cycles by 50% through rapid validation and prototyping.

Cognizant*Dec 2017 – Jan 2019*

Product Strategist

Official Title: Design Strategist

MFRP Insurance Platform

- Received a blank brief: "build an insurance portal." Led a cross-functional team of five.
- Conducted field research across underserved customer segments to identify the primary user and the underlying adoption barrier — reshaping product strategy before development began.
- Built a confidence-first product for users with no smartphones, low literacy, and deep distrust of the system: illustrations over text, localised video walkthroughs, simplified documentation. Shipped on time. Won internal innovation challenge.

Inzty AI Platform (0→1 Product)

- Defined and validated a 0→1 AI product concept, identifying critical reliability risks early and driving improvements that increased completion rates from 41% to 76%, reduced abandonment from 58% to 31%, and secured continued investment.

EDUCATION

Jawaharlal Nehru Architecture and Fine Arts University*2013 – 2017*

Bachelor of Fine Arts (Animation & Interactive Media) — University Gold Medalist · Equivalent to German Grade 1.0

LANGUAGES

English — Fluent (C2) · German — A1 (actively learning)