

LERROY FERNANDES

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Summary

Passionate, value-driven product manager with 10+ years of experience leading cross-functional teams to deploy innovative solutions. Proven expertise in Agile methodologies, product life cycle management, and strategic planning. Adept at collaborating with international teams to meet requirements and drive organizational growth.

Skills & Competencies

- **Agile & Scrum Methodologies:** Sprint Planning, Daily Standups, Scrum Reviews
- **Product Lifecycle Management:** Ideation to Delivery, Ongoing Maintenance
- **Technical Skills:** Confluence, Asana, Jira, MS Office, API Health Monitoring
- **Collaboration & Communication:** Facilitating Meetings, Stakeholder Management
- **UX/UI Design:** Wireframing, Prototyping, User Experience Optimization
- **Market Analysis:** Competitive Product Positioning, Feature Set Analysis
- **Software Development:** Working Knowledge in JAVA and PYTHON
- **Marketing & Sales Support:** Product Collateral, Sales Tools, Demonstrations

Professional Experience

Edelman

SEP 2023 – Present Toronto, Canada.

Role: **Technical Producer**

- Developed an AI platform for content and marketing teams to identify trending topics and generate content.
- Successfully led a government project that improved accessibility and inclusivity by 75%
- Managed end-to-end production of technical projects, ensuring timely delivery, high standards and adherence to budget.
- Collaborated with creative teams to translate concepts into technical requirements.
- Oversaw technical teams, providing guidance and support to ensure project success.
- Collaborated with multiple clients to develop technical stories leading to project success.

LXT AI

AUG 2022 – AUG 2023 Toronto, Canada.

Role: **Product Manager**

- Improved AI response time by 73% by reducing buffering and implementing smart queuing and logic processing
- Enhanced shortcuts for transcribers and improving processing speed by 34%
- Improved Quality of response by 42% based on language selected by implementing automated QC
- Process and System migration to Bangalore, India.

PINC Group (BFSI)

AUG 2021 – MAY 2022, Bombay, India.

Role: **Technical Product Manager.**

- **Partial Web and architecture Re-design for Insurance POS Product** that improved user retention by 83.27% due to improvement in UX and Turnaround times
- **Mobile and Web App Optimization** for a smoother and user-friendly flow based on **A/B Testing** and **JAVA Health Automation** , which improved user Interaction and sales by **72%**.
- **Increased Agent activity** and onboarding by creating lucrative offers and achieving an average benchmark of **53.47% new signups per month**
- **Improved User Retention by 57.34%** by improving sales TaT by 60%, by automating document handling and processing
- Implemented Automation for Testing and API Health Monitoring that resulted in better Disaster Management and **reduced downtime by 100%**
- CRM Implementation that resulted in **Increased Operations output by 48%**

Ferns Consultants (Startup)

MAY 2020 – DEC 2021, Bombay, India.

Role: **Founder**

Client: Anvis Digital

- Designed a social media platform (Kintree) for building family trees, increasing user retention by 47%.
- Developed an advertisement management system, improving client interactions by 160%.

Client: Amal Exports

- Developed and deployed personalized **Inventory Management Software** resulting in Improved functionality by **60%**
- Developed a **PLM (Product Lifecycle Management)** software for multiple stakeholders that improved interaction with product development by **100%**.
- Consulting on all Hardware and Software Requirements.

SYMBO

Role: **Product Manager (Mobile and Web)**

JUL 2019 – MAR 2020, Bombay, India.

- **Increased Agent activity and Sign-Ups** for POS Insurance Product by creating lucrative offers and achieving new signups and interaction by **93.82%**
- Experimenting trends through campaigns and improving onboarding experience by reducing onboarding times from 48 hours to 2 hours (**92.77% improvement**).
- Technical & Business Documentation for SYMBO South East Asia (Mumbai, Thailand, and Singapore)
- API Automation using JAVA and PYTHON that improved disaster management and mitigated downtime by 100%.
- ERP Solutions Implementation that **improved Sales by 63%** and **improved TaT by 60%**.

Curtin University

DEC 2017 – DEC 2018 WA, Australia.

Role: Associate Product Manager

- Resident Portal design and deployment that resulted in improved stakeholder functionality by 72%.
- Rental Portal design and implementation, for management of products rented resulting in loss of assets to 0%.
- Product mapping for stakeholders using GMaps API for smoother resource migration from site to site.

Education

MCom
(Major in Information Systems and Technology)

(2016 - 2017).

Curtin University of Business & Technology,

Western Australia, Australia.

Certifications

CSPO (Ongoing)

Azure AI Fundamentals

SEO Principles