LERROY FERNANDES

Toronto, Canada.

linkedin.com/in/lerroyferns23

http://www.lerroyfernandes.com

+1 416 451 2448

lerroydazmin@gmail.com

Summary

Passionate, value-driven product manager with experience leading cross-functional teams to deploy innovative solutions with 10+ years of experience. I have collaborated and worked with international teams to cater their requirements while improving and growing with the organization. Extensive Scrum/Agile experience by working with start-ups and agile development teams.

Skills & Competencies

• Expertise in using Confluence, Jira, MS Office • Facilitating meetings between Clients to Products and Stakeholders • BRD • MVP Product Documentation • UI/UX • Automation • Scrum Management • Marketing • A/B Testing • Business Analysis • Technical Solutions • Scrum • Agile • System Analysis and Design • Business Development • Market Research • Disaster Management • API Health Automation •UX/UI Implementation • Automation Adept • IT Infrastructure • API Health Monitoring Systems • JIRA • Atlassian • Confluence

Professional Experience

LXT AI   AUG 2022 - Present 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

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**, 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 sign-ups per month**
- **Improved User Retention by 57.34%** by improving sales TaT by 60%, by to 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 and deployed** Social Media Platform (Kintree) to built familtree and maintain far relationships.
- **Re-designed Architecture,** for implementing Familytree algorithm that improved user retention by **47%**.
- **Developed an Advertisement Management System,** that helped in managing client advertisements and improved client interaction by **160%**.
- **Improved UX,** resulting in **54%** increased user-interaction and simplified user journeys.

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 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 Western Australia, Australia.

Role: Associate Product Manager (Contract)

- 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.

Bookmyshow   MAY 2013 – FEB 2016, Bombay, India.

Role: **Sr. Associate Product Manager**

- **Mobile and Web Quality Improvement by 63%** resulting in quicker checkout times and better user handling.
- **ERP Solutions for Kiosk and Sales Management**

- Implemented Disaster Mitigation and Management that resulted in 82% improved TAT.
- Implemented ERP Solutions for improved billing and checkout management.
- Providing support, including procedural documentation and relevant reports to the management.

Tritech Systems   JULY 2011 - DEC 2013, Bombay, India.

Role : **Associate Product Manager**

- Designing automated systems to detect bugs and defects while diagnosing and solving hardware or software faults for Retina Scanners and Login modules **improving functionality by 74%**
- Providing support, including data management, procedural documentation and relevant reports
- Working with multiple teams including Marketing and Operations
- Establishing a working relationship with Clients to address and resolve problems
- Designing and looking after rollout of new OTA updates

Education	Certifications
MCom	
(Major in Information Systems and Technology)	**CSPO**
(2016 - 2017).	(Ongoing)
Curtin University of Business & Technology,	
Western Australia, Australia.	**IELTS band 9**
	(2021)
Bachelor of Computer Applications	
(2010-2013).	**Business Management**
Karnataka State University,	HP Institute
Karnataka, India.	(2013)