

# ABHISHEK KONIDELA

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## EXPERIENCE

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### Capital One

McLean, VA

Senior Associate Product Manager

Aug 2021 – Present

- PM for Capital One's Upcoming Transactions (UT) Platform on iOS, Android and Web which drove over 3MM views/week
- Decreased call center costs by 13.5%, saving C1 over \$110M by prioritizing features that reduced account balance ambiguities
- Constructed the 2022 roadmap for UT by researching customer pain points, aligning business OKRs with 11 stakeholder teams from cross functional line of businesses and presenting 4 product requirement documents to several directors and VPs
- Increased platform accessibility for users by 40% through A/B testing designs and integrating UI tags to capture user journeys
- Lowered traffic load on downstream APIs by 55% through decommissioning legacy systems and implementing data caching
- Scheduled consistent personal check-ins with 10+ engineers to understand roadblocks, burnout concerns and professional goals to personalize development work and build a positive team culture

Associate Product Manager

Aug 2020 – Aug 2021

- Spearheaded product development for the API layer of Capital One's CCPA data portal ([mydata.capitalone.com](https://mydata.capitalone.com))
- Boosted download rate by 38% through managing multiple stakeholders to optimize email notifications via A/B testing
- Saved the company \$15M in CCPA compliance fines by identifying a major non-compliant break in the product's UX, presenting multiple solutions to risk management stakeholders, and implementing an email failure monitoring system
- Led multiple user interviews to analyze user pain points for an internal data registration process and delivered 2 tracking dashboards to alleviate bottlenecks, ultimately saving Capital One \$120M in discounted present value

### Prune.ai

New York, NY

Digital Marketing Intern

Nov 2019 – Feb 2020

- Led the Digital Marketing team for an AI-driven platform that helps businesses identify and hire social media influencers.
- Increased user base of product by 30% through the execution of multiple growth hacking and automated outreach strategies
- Generated over 2,000+ leads by scaling a lead generation pipeline utilizing python scripts and the Instagram Graph API
- Analyzed shifting market needs and relevant customer pain points to create the company's go-to-market strategy

### Johnson & Johnson

Skillman, NJ

Software Engineering Intern

Aug 2018 – Jan 2019

- Supported consumer R&D sector by developing apps that facilitated label quality, label approvals and data analytics
- Developed an iOS app to streamline navigation to 18 apps which elevated user traction and usability by 60%
- Saved \$80M in development costs of product features by automating user activity reports nearly 500 in-house apps
- Managed international stakeholders to develop and deploy a time-tracking web app, saving J&J \$150M in tax breaks

## EDUCATION

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### Rutgers University, School of Engineering

New Brunswick, NJ

Bachelor of Science in Electrical & Computer Engineering

Graduated: May 2020

- **Honors:** Magna Cum Laude | **GPA:** 3.5 / 4.0 | **Minor:** Computer Science and Entrepreneurship
- **Programming Languages:** Python, SQL, Java, JavaScript, Swift | **Tools:** Jira, Figma, Mural, Snowflake
- **Fun Facts:** Attended over 40 EDM Concerts, 4-year dual varsity athlete in soccer and tennis, Traveled 6 countries in 8 days

## LEADERSHIP & PRODUCTS

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### Eagle Eye

[Github.com/Ace-uff-Spades/EagleEye](https://github.com/Ace-uff-Spades/EagleEye)

- Drone system designed to assist first responders to locate and save the lives of displaced individuals during natural disasters
- Placed 6<sup>th</sup> out of 42 senior projects by creating an autonomous reconnaissance system using ImageAI ML and drone scheduling
- Outlined, filmed, and edited a video production with a problem statement, system test run, technical details, and use cases ([link](#))

### Home Automation Security System

[Github.com/nikunjhaveri123/HomeSecurityAutomation](https://github.com/nikunjhaveri123/HomeSecurityAutomation)

- A security system accessible through any smart phone designed to give homeowners an expansive list of security protocols
- Led a team of 9 students to build a system that automatically detects intruders using facial recognition and motion sensors
- Built an android app that provides homeowners full remote control over their smart devices and security system

### Kenya Project Lead

Engineers Without Borders

- Led the design and execution of building a water well in 3 remote villages in Kenya that sourced clean water to 300+ people
- Taught lessons to village leaders on clean water practices and water intake scheduling to increase longevity of water wells