

Swati Iyer

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PROFESSIONAL SUMMARY

Product and analytics professional with experience spanning product management, data analysis, and user research. Built KPI frameworks and automated Python/SQL pipelines tracking product metrics for 500+ users, conducted 50+ user interviews to drive roadmap decisions, and shipped 0-to-1 products from concept through launch. Comfortable translating ambiguous problems into structured, data-backed product decisions across PM, analytics, and UX research contexts.

EDUCATION

University of California, Davis

Sep 2022 – Jun 2025

B.S. & B.A., Cognitive Science and Computer Science

Davis, CA

- Coursework: Tech Management, Algorithms, HCI, Cognitive Psychology, Logic & Probability, Software Design

TECHNICAL SKILLS

Data & Analytics:	Python, SQL, Pandas, NumPy, A/B Testing, KPI Development, Data Pipeline Automation, Dashboards & Scorecards, Amazon QuickSight, Alteryx, Excel
Product & Research:	Product Strategy, User Research, Usability Testing, Market Analysis, RICE Prioritization, PRD Writing, Agile/Scrum, Stakeholder Management, Figma, Notion
AI & ML:	Machine Learning Pipelines, NLP, Intrusion Detection Systems, Data Anonymization, LLM API Integration
Programming & Tools:	TypeScript, JavaScript, React, Angular, Java, C/C++, Git, PowerAutomate, SharePoint, LaTeX

WORK EXPERIENCE

Product Lead (Founding Team)

Jan 2026 – Present

Digo

Mountain View, CA

- Define and track product metrics using KPI frameworks in Notion; monitor user engagement, task completion, and feature adoption to prioritize roadmap and guide MVP development trade-offs
- Conduct user interviews and iterative design testing in Figma, translating qualitative and quantitative feedback into prioritized features that reduced manual event setup time by 40%
- Integrate ML pipelines and LLM APIs to enhance event recommendations, enabling a beta launch with positive feedback from early adopters

Product Manager

Oct 2025 – Present

Giri Inc.

Sunnyvale, CA

- Analyzed 5 competitive platforms and synthesized findings from 15 user interviews into a data-driven product roadmap, delivering an MVP with 6 prioritized features in 8 weeks
- Established analytics framework tracking 8 KPIs including DAU, feature adoption, and conversion rates; authored PRDs with data-backed specifications that reduced checkout friction from 7 to 3 steps

Product Manager

Sep 2025 – Present

Opsfinity

Remote

- Define analytics and process improvements for approval workflows and fraud prevention using data analysis and SharePoint customization, lowering fraud incidents and reducing approval time
- Support product strategy for an automated Accounts Payable solution, using market analysis and quantitative data to modernize legacy financial workflows

Product Designer & UX Researcher

Feb 2026 – Present

TechEquity AI

Remote

- Design accessible AI platform experiences in Figma using NLP-driven personalization; conduct A/B tests and accessibility audits to measure impact and reduce adoption barriers
- Synthesize user feedback data into actionable design requirements through cross-functional collaboration with product and engineering teams

Undergraduate Research Assistant

Jul 2023 – Jan 2026

UC Davis Dept. of Computer Science

Davis, CA

- Built and automated Python/SQL data pipelines for network data anonymization, processing datasets for 500+ users and accelerating research deliverables by 50%
- Benchmarked intrusion detection systems using statistical methods, achieving 95% accuracy and delivering recommendations that influenced departmental security guidelines
- Translated complex AI security findings into research papers, detailed reports, and academic presentations for cross-functional audiences of researchers and faculty

LEADERSHIP & CAMPUS EXPERIENCE

Finance Director

Feb 2024 – Jun 2025

Davis Design Interactive, UC Davis

Davis, CA

- Managed \$40,000 annual budget across 12+ design events; analyzed cost data and attendance trends to drive a 25% YoY attendance increase (320+ participants) while reducing costs by 15%
- Built operational planning frameworks and reporting processes adopted by 100+ student members

Project Associate

Mar 2025 – Jun 2025

AI Student Collective, UC Davis

Davis, CA

- Orchestrated AI literacy workshops for 200+ attendees across 5 departments; used Python-driven outreach strategies to boost community diversity by 30%

Research Scholar

Jul 2023 – Jan 2024

UR2PHD Program, UC Davis

Davis, CA

- Selected from 200+ applicants for competitive cybersecurity/AI research program; authored a technical proposal in LaTeX identifying 3 security vulnerabilities with mitigation approaches

HACKATHONS

- **Eyes Open** – Best Use of Claude, Berkeley Builders Makeathon @ SF Tech Week (Oct 2025): Built AI-powered dementia memory companion with facial recognition, smart reminders, caregiver dashboard, and AI voice assistant
- **Scam Shield AI** – 2nd Place (60 teams), Production-Ready AI Agent Hackathon (Nov 2025): Led UX/UI design and product strategy for AI scam protection tool targeting elderly users; integrated Anthropic, Redis, and Skyflow
- **ShiftPredict** – 4th Place, SF Tech Week Job Hackathon (Oct 2025): Built career extinction timeline tool delivering AI automation timelines for HR leaders with role-by-role disruption intelligence

SELECTED PROJECTS

Record Keeper Apr 2025

- Conducted 23 user interviews to develop target user profiles and redesign workflows, improving accessibility by 35% and launching an encrypted prototype to 40 pilot users with a 4.2/5 satisfaction rating

G Street Jukebox Mar 2025

- Built an interactive music platform prototype used by 120+ participants, achieving a 4.7/5 usability rating and 85% task completion rate

GradCareer Jul 2024

- Designed onboarding flows for a career platform, achieving 60% completion rate during a 3-month pilot through iterative UX improvements

Password Generator Mar 2024

- Developed a security-focused password generation tool adopted by 80+ users, balancing usability with strong encryption and customizable controls