

# Swati Iyer

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## Professional Summary

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Early-career product builder with 2+ years shipping AI products from the ground up across event management, EdTech, and FinTech. Comfortable wearing PM, analyst, and UX research hats depending on what the team needs. Built MVPs at 3 startups, ran 50+ user interviews, and spent 2+ years building data pipelines and conducting AI/ML research at UC Davis.

## Technical Skills

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**Product:** Product Strategy, Roadmapping, PRDs, User Stories, Backlog Management, OKRs, KPIs, User Research, A/B Testing, RICE Prioritization, Market Analysis, Agile/Scrum, Stakeholder Management

**Languages:** Python, SQL, TypeScript, Go, Java, C/C++, HTML/CSS, JavaScript

**Data & Analytics:** SQL, Tableau, Google Analytics, Data Visualization, NumPy, Pandas, Excel

**Research Methods:** Usability Testing, User Interviews, Surveys, Competitive Analysis, Qualitative & Quantitative Research

**Tools:** Jira, Confluence, Figma, Notion, Trello, Git, React, Angular, Acumatica, PowerAutomate, SharePoint, LaTeX

## Education

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### University of California, Davis

Sep 2022 - June 2025

*Bachelor of Science in Cognitive Science | Bachelor of Arts in Design | Minor in Computer Science*

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

## Experience

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### Digo | Mountain View, CA

Jan 2026–Present

*Product Lead, Founding Team*

- Took an AI event management platform from a blank page to a working MVP with a 3-person founding team. I own the product vision, roadmap, and architecture.
- I work with our sole engineer on the team. I write frontend code in TypeScript and Angular, and use AI tools (Cursor, Copilot) to ship fast
- Interviewed event organizers to figure out where the setup process was breaking down. Redesigned the flow in Figma based on those conversations. Manual setup time dropped by half.
- We run weekly sprint planning using RICE. I maintain the backlog in Jira and break features into user stories before each cycle.

### Giri Inc.

Oct 2025 - Present

*Product Consultant (Contract)*

- Analyzed 5 competing platforms and ran 15 user interviews to find the gaps in AI-powered learning tools. Used those findings to define a roadmap and ship an MVP with 6 features in 8 weeks.
- Wrote PRDs for API integration, auth, content management, and e-commerce. The checkout flow went from 7 steps to 3, which was the single biggest conversion improvement.
- Set up analytics from scratch: 8 KPIs tied to OKRs, covering DAU, feature adoption, and conversion. Also designed the gamified UX (progress tracking, interactive assessments) based on what the numbers were showing.

### Opsfinity

Sept 2025 - Present

*Product Consultant (Contract)*

- Building a system that cross-checks Accounts Payable invoices against Accounts Receivable bills before they get approved. I own the product scope and work with engineering on how the matching logic should work.
- Work inside Acumatica as the ERP backbone and write SQL queries to pull invoice data for testing. A lot of the job is finding edge cases that the logic misses, feeding them back in, and retuning.
- Set up the analytics to measure match accuracy and flag where the system is missing things. Those findings decide what gets fixed next.

### TechEquity AI

Feb 2026 - Present

*Product & UX Design Contractor*

- Owning and designing the UX for an inclusive AI event platform. The work is focused on lowering adoption barriers for underserved user groups through accessible design patterns and usability testing. Ran usability sessions and identified key friction points that reshaped the onboarding flow.
- I do the user research, translate qualitative user research into Figma specs, and work with engineering to make sure what gets built matches what users actually need.

### UC Davis Dept of Computer Science

Jul 2023 - Present

*Undergraduate Research Assistant (part-time)*

Davis, CA

- Selected from 200+ applicants for the UR2PHD research fellowship, then continued as a research assistant for 2+ years. I write

Python pipelines that anonymize network traffic data. The work reduced breach risk for a dataset covering numerous users.

- Automated the testing pipeline for intrusion detection systems, working with the campus network security and computer science departments. Got high detection accuracy and cut the team's research turnaround in half.
- Co-authoring papers on AI-driven network security, which is where my interest in AI products stems from, seeing how ML models could solve real security problems.

**Davis Design Interactive at University of California, Davis**

**Feb 2024 - Jun 2025**

*Finance Director*

*Davis, CA*

- Ran a \$40K annual budget across 12+ design events. Attendance grew to 320+ participants and spent considerably less than the previous year.
- Built planning templates that 100+ student members actually used, kept simple on purpose so students would adopt them.

**Projects**

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**Pulse**

**Jan 2025 - Present**

- Built an AI analytics copilot from scratch. It lets startup PMs ask questions about their data in plain English and sends weekly digests that read like standup notes. I did the product strategy, wrote the build spec, and designed the UI.
- Before writing any code, I defined success metrics around activation, weekly engagement, query trust, and retention so the team knew what "working" actually meant.

**Margati**

**Sep 2025 - Nov 2025**

- Two-month professional engagement where I owned the full product lifecycle for an AI productivity tool. Did the user interviews, competitive analysis, and roadmap, then worked with engineering on delivery.
- The main deliverable was a prioritization framework built from interview data and market research. Engineering used it to scope what to build first.

**Record Keeper**

**Apr 2025**

- Talked to 23 users about their daily workflows. The biggest pain point was accessibility, so I focused the redesign there. Shipped an encrypted prototype to 40 pilot users who gave it a 4.2/5 satisfaction rating.
- Led synthesis and ideation, including affinity mapping, information architecture, and low-fidelity wireframing.
- Kept iterating after launch. Used usage analytics to spot drop-off points and direct user feedback to figure out why.