

# JASPER KADUGULA

## PRODUCT MANAGER — TRAVEL, LOYALTY & MARKETPLACE PLATFORMS

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### ■ SUMMARY

Product-minded Business Analyst / Product Owner with 6+ years across travel technology, loyalty platforms, e-commerce, and industrial operations. On a multi-partner travel booking and loyalty rewards platform, I've owned the full lifecycle — discovery, PRDs, sprint execution, launch, and post-launch iteration — in an environment that closely mirrors a multi-partner Flights, Hotels, and Experiences ecosystem. I lean on data (SQL, Power BI, Tableau) and API validation (Postman) to find growth opportunities and prioritize what actually moves conversion, engagement, and retention. CSPO-certified, with a Product Management certification from ISB, and currently vibe coding with Claude Code for a personal project

### ■ CORE SKILLS

**Product** — Discovery & Problem Definition, PRD/BRD/FSD Authoring, Roadmap & Backlog Prioritization, User Story Mapping, Product-Led Growth

**Data** — SQL, Power BI, Tableau, Funnel & KPI Analysis, A/B Experimentation, Data-Driven Decisions

**Delivery** — Agile / Scrum / Kanban, Sprint Ceremonies, UAT Coordination, Release & Change Management

**Technical & Stakeholder** — API Validation (Postman), Process Mapping, Cross-Functional & Global Stakeholder Management

### ■ EXPERIENCE

#### Business Analyst / Product Trainee — Vernost Tech Ventures (Remote)

Jun 2025 – Present

*Travel booking and loyalty rewards platform, multiple partner and redemption channels*

- Own product delivery end-to-end for booking and loyalty features — discovery and stakeholder workshops with business, operations, and UX, through requirement definition, sprint execution, and post-launch validation.
- Translate customer and business problems into PRDs, BRDs, and FSDs that serve as the single source of truth across delivery teams, so engineering and QA can build and test with confidence.
- Author user stories and Given-When-Then acceptance criteria in Jira for booking, reward accrual, and partner redemption journeys, keeping every sprint unambiguous.
- Run sprint planning, backlog refinement, and release cycles, applying MoSCoW and business-value prioritization to keep the roadmap focused on the highest-impact work.
- Read platform usage and KPI trends in Power BI and Tableau to surface enhancement opportunities and support data-driven prioritization.
- Validate booking and partner integration APIs in Postman, working with engineering and QA to confirm third-party behavior against spec before release.
- Coordinate UAT and stakeholder sign-off, and run the change request lifecycle end-to-end — protecting scope and timeline through every launch.
- Map As-Is/To-Be workflows for booking, accrual, redemption, and account management to find friction points and design better journeys.

## Transactions Risk Investigator — Amazon (Remote)

Dec 2020 – Nov 2022

*Functioned in a business-analyst capacity — requirement validation, KPI reporting, and stakeholder-facing process analysis*

- Validated transactional and vendor performance data against business rules and compliance requirements using SQL — the same requirement-verification discipline central to business analysis.
- Built KPI dashboards and operational risk reports that translated complex data into decision-ready insights for stakeholders, equivalent to product and business performance reporting.
- Documented current-state (As-Is) workflows and designed optimized To-Be processes, reducing investigation resolution time and improving team consistency.
- Gathered requirements from supply chain, finance, operations, and compliance stakeholders and translated policy into clear operational guidance across teams.
- Triaged high-volume case queues using risk-severity prioritization frameworks, producing stakeholder-ready escalation summaries — comparable to backlog and priority management.

## Shift Operations Manager — Reliance Industries (Baroda, Gujarat)

Apr 2018 – May 2020

- Ran shift operations, procurement, and inventory for a large industrial facility, using KPI-driven analysis to catch bottlenecks and coordinate fixes with engineering and production.
- Mapped As-Is/To-Be workflows for maintenance and procurement, redesigning processes with cross-functional teams to cut downtime and cycle time.
- Owned vendor relationships and delivery performance, and produced the operational reporting senior management relied on for handovers.

## ■ SELECTED PROJECTS

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### Travel Booking Platform — Vernost Tech Ventures

- Facilitated discovery workshops to elicit end-to-end booking requirements across search, selection, payment, and post-booking — identifying friction points and designing the To-Be flow.
- Produced BRDs and FSDs for all booking modules and validated booking APIs in Postman during UAT, coordinating defect resolution ahead of each release.

### Loyalty & Rewards Platform — Vernost Tech Ventures

- Documented requirements for reward accrual, redemption, and third-party partner integrations, running gap analysis between platform capability and business need.
- Built user story maps for the end-to-end loyalty journey and used Power BI to prioritize the enhancement backlog by accrual, redemption, and partner performance.

## ■ EDUCATION & CERTIFICATIONS

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**Certified Scrum Product Owner (CSPO)** — Scrum Alliance

Apr 2026

**Professional Certification in Product Management** — Indian School of Business

Dec 2024

**B.Tech, Mechanical Engineering** — Karunya University

Jun 2015