

## DIKSSHA DINESH

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### EDUCATION

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2022 - 2024 **KELLOGG SCHOOL OF MANAGEMENT | MCCORMICK SCHOOL OF ENGINEERING** Evanston, IL  
**NORTHWESTERN UNIVERSITY**

*Joint Degree Candidate MBA and MS Design Innovation (MMM), June 2024*

- Major: Marketing and Managing Organizations with coursework in Technology and Product Management
- Leadership: Section Leader, elected by group of 75 to lead social experience; Kellogg Golf Club VP of Outreach

2014 - 2018 **SAVANNAH COLLEGE OF ART AND DESIGN (SCAD)** Atlanta, GA

*Bachelor of Fine Arts, Major in Graphic Design, Minor in Business Management and Entrepreneurship*

- GPA: 3.97, Summa Cum Laude
- Leadership: President of Indian Students' Association, Peer Tutor, Student Ambassador

### EXPERIENCE

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2023 **ADOBE INC** San Jose, CA

***Product Manager Intern, Consumer Commerce, Digital Media Platform***

- Defined end-to-end strategy to use credit card reward points as recurring payment; conducted external and internal research to define product requirements, created market sizing and secured buy-in from leadership
- Analyzed internal payment conversion data and conducted competitive analysis of various payment experiences to identify gaps and opportunities in customer experience
- Employed a user-centered approach to create multivariate experiments to improve payment conversion with an estimated impact of \$1.5M ARR, secured prioritization from growth product managers

2018 - 2022 **INTUIT INC** Mountain View, CA

***Acting Product Manager and Senior Product Designer, QuickBooks Cash Flow and Crypto, 2020 - 2022***

- Led team of 30 engineers, data scientists and designers as acting product manager; managed multi-platform roadmap, created product requirements documents and delivered three features ahead of plan
- Developed a rapid experimentation strategy to launch two multivariate tests every week; analyzed quantitative results to make customer experience improvements, resulting in a 25% increase in customer engagement
- Directed a team of seven designers and engineers to design and implement QuickBooks Crypto, the company's first cryptocurrency product; launched with \$84,000 Bitcoin purchases in the first 45 days
- Influenced Senior stakeholders in product and marketing to invest in 3-year strategy for QuickBooks Cash Flow by collaborating with Senior product managers, data scientists, and engineers to create a compelling vision
- Designed eight new end-to-end product features to resolve customer pain points and meet business goals, increasing customer engagement by 500% over 12 months across web, iOS, and Android
- Collaborated with product marketing managers to design product microsite that articulates compelling value propositions for QuickBooks Cash Flow and QuickBooks Crypto

***Product Designer, QuickBooks Planner, 2019 - 2020***

- Constructed a system of seven machine learning models to accurately forecast future cashflow including delays in invoice payments, team received a won Scott Cook Innovation Award
- Partnered with backend engineers to migrate product from liner to non-relational to relational database; increased loading speed by 300% and reduced loading errors by 50% for QuickBooks Planner on the web
- Analyzed voice of customer data and conducted 24 customer research sessions in collaboration with data scientists to design a model to predict future cash flow; increased 30-day customer retention by 300%

***Product Designer, QuickBooks Self-Employed and Assistant, 2018 - 2019***

- Launched a customer research program to conduct bi-weekly interviews to identify pain points; generated insights, worked with engineers to ship product improvements that increased customer engagement by 20%
- Managed key cross-functional stakeholders to prioritize user interface improvements; designed and implemented improvements to increase product discovery by 30X for QuickBooks Assistant
- Standardized company's first mobile data visualization and insights strategy; created a framework of 50+ scalable components used by 1M+ customers of QuickBooks Self-Employed and Mint apps

### ADDITIONAL DATA

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- Skills and software: Customer modeling and analytics, product management, product design, product research, Amplitude, JIRA, Figma, R, Tableau, Adobe Analytics, Stata, HTML, CSS, JavaScript
- Ask me about craft coffee: Visited a different local coffee shop every Friday for three years, exploring 100+ neighborhood shops across 6 cities in Canada, United States, and India