

VIGNESH PRABHU

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CSPO | CSM | PMP

PROFESSIONAL SUMMARY

Product Manager and Product Owner with 6+ years building and shipping SaaS products across EdTech and fintech. Certified PMP, CSPO, and CSM with hands-on experience owning product roadmaps, leading Agile delivery teams, and driving measurable business outcomes across B2B and B2C product lines. Known for translating ambiguous requirements into clear user stories and rallying cross-functional teams around a shared vision. Based in Toronto and open to hybrid or remote roles across Canada.

WORK EXPERIENCE

Product Manager | Newton Classroom | Remote

January 2023 – August 2025

- Grew platform revenue by 35% and cut operational costs by 40% by leading end-to-end development and go-to-market launch of a school administration SaaS product used by 50,000+ students, teachers, and administrators.
- Increased payment reliability and reduced checkout friction by owning the full B2B and B2C payment product experience, covering checkout flows, fee payments, activity bookings, and transport modules integrated with a third-party payment gateway across all customer touchpoints.
- Accelerated engineering delivery by translating complex finance operations (staff salary processing, vendor payments, and partnership billing) into precise product specifications and acceptance criteria, reducing requirement ambiguity and back-and-forth with the engineering team.
- Improved financial reporting accuracy for finance and operations teams by defining and owning payment transaction reporting workflows across B2B and B2C payment streams, ensuring real-time data access.
- Reduced post-release defects by 30% by establishing MVP priorities and sprint review cadences in partnership with engineering, QA, and design, with a clear definition of done for every release.
- Improved user engagement by 15% across key workflows by conducting regular user interviews and tracking adoption metrics through Mixpanel and Amplitude, then driving targeted feature iterations based on the findings.
- Enabled seamless rollout to 50,000+ users by authoring PRDs, functional specs, release notes, and training materials that reduced onboarding time and kept cross-functional teams aligned at every release milestone.

Product Owner | Newton Classroom | Remote

October 2021 – December 2022

- Delivered a seamless third-party payment platform integration by owning all product requirements for API sync validation, payment flow design, and user-facing checkout experiences serving both institutional clients and individual consumers.
- Cut requirement-to-delivery turnaround by 25% by facilitating structured discovery sessions with business stakeholders to surface pain points, define personas, and convert business needs into actionable user stories and acceptance criteria.
- Improved LMS adoption and user satisfaction across all user groups by owning product enhancements to course creation, learning pathways, assessments, gamification, and enrollment management for administrators, teachers, parents, and students.
- Reduced post-release defects by 40% by co-designing improved testing protocols with engineering and QA, including tighter acceptance criteria and structured regression cycles before every release.
- Boosted team efficiency by 15% by identifying and automating repetitive workflow steps across sprint planning, bug triage, and release preparation, freeing up capacity for higher-value work.

Product Operations Manager | 17D North | India

June 2019 – June 2020

- Improved team productivity by 25% by coordinating sprint execution across multiple concurrent product initiatives, setting clear delivery milestones and proactively removing blockers for product and engineering teams.

- Maintained consistent backlog health and delivery visibility for senior stakeholders by facilitating all Agile ceremonies including sprint planning, standups, reviews, and retrospectives for a cross-functional team of 10+ members.
- Reduced manual tracking time by 30% by implementing Jira and Trello as the primary tools for sprint management, backlog grooming, and stakeholder reporting, replacing ad hoc spreadsheets.
- Contributed to a 20% improvement in client satisfaction scores by aligning business requirements with development goals through regular stakeholder check-ins and transparent progress reporting.

Project Manager | Ad-Jective | India

October 2015 – June 2019

- Delivered marketing and technology projects ranging from \$20K to \$100K per month by leading cross-functional teams and managing client expectations across multiple concurrent engagements.
- Improved customer retention by 30% by leading end-to-end CRM implementation that centralized user acquisition tracking, engagement workflows, and retention data into one unified system.
- Aligned product delivery with business strategy by partnering with leadership to define goals, build technical roadmaps, and monitor performance against delivery KPIs across multiple client accounts.
- Improved operational transparency by 30% by designing and launching KPI dashboards and reporting frameworks that gave leadership real-time visibility into project status and team performance.

CERTIFICATIONS

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- Certified Scrum Product Owner (CSPO), Scrum Alliance | Cred ID: 001388717
 - Certified Scrum Master (CSM), Scrum Alliance | Cred ID: 1618481
 - Project Management Professional (PMP), PMI | Cred ID: 3383997

EDUCATION

Postgraduate Certificate in Project Management

December 2021

Conestoga College, Ontario, Canada

Bachelor of Technology in Computer Science

May 2015

ICFAI Foundation for Higher Education, India

CORE COMPETENCIES

Product Management: Product Lifecycle Management, Roadmapping, Backlog Prioritization, Sprint Planning, Release Management, Feature Definition, User Story Writing, Acceptance Criteria, OKRs, Cross-Functional Collaboration, Agile and Scrum

Payments and Fintech: Payment Flow Design, B2B and B2C Checkout Experience, Third-party Payment Gateway Integration, Salary and Vendor Payment Workflows, Transaction Reporting, API Sync and Validation

LMS and ERP Platforms: Course Management, Learning Pathways, Assessments, Gamification, Enrollment Management, ERP Workflow Design, Multi-role User Management, Institutional Client Delivery

Product Strategy and Growth: Market Research, Competitive Analysis, Go-to-Market Planning, OKR Setting, Customer Journey Mapping, A/B Testing, Data-Driven Decision Making, Product-Market Fit

User Experience and Analytics: User Research and Interviews, Journey Mapping, UX/UI Collaboration, Mixpanel, Amplitude, KPI Tracking, Adoption Funnel Analysis, Engagement Optimization

AI-Enhanced Productivity: Workflow Automation, Prompt Engineering, AI Documentation Tools (Claude, ChatGPT, Notion AI), Rapid Prototyping with AI, Light Data Analysis with AI-assisted Tools

Documentation and Reporting: PRDs, BRDs, Functional Specifications, Release Notes, Process Mapping, Stakeholder Dashboards, Governance and Compliance Reporting

Tools: Jira, Confluence, Trello, Asana, Notion, ClickUp, Miro, Figma, Slack, Power BI, Tableau, Excel (Pivot Tables, Dashboards), Google Workspace, MS Office 365

Prioritization Frameworks: MoSCoW, WSJF, INVEST, DEEP, Definition of Ready, Definition of Done, Epic Refinement, Business Value Prioritization, Technical Debt Balancing