

Contact

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(LinkedIn)

Top Skills

Product Management

OpenAI Products

Prompt Engineering

Certifications

Natural Language Processing
Specialization

Honors-Awards

University Scholarship

Certified Western Classical Violinist

Govt. of India Scholarship

National level Golf Championship

BSE-BTI Scholarship

Publications

Phrase Structures and Message
Frames for Generation of Cognitive
messages

A Portable Driver Assistance System
Headset Using Augmented Reality

Patents

Method and System for providing
Effective Generation and Delivery of
Interactive Online digital Content

Eco-Friendly Air Cooling System

Method and System For Automated
Generation of Persuasive Messages

Vedika Parvez

Product @Rocketlane · Founder — ex-AdEase | Talks about Prompt
Engineering & AI Solutions

San Francisco Bay Area

Summary

Hey there! I'm Vedika, your go-to gal for all things B2B SaaS product management, with a scoop of prompt engineering and AI magic.

Over the last 6 years, I've journeyed through the tech world, leading the charge from ideation to execution, it's been quite the ride!

At Rocketlane, an Enterprise B2B SaaS product, I've worked on features core to the platform like Automations and Sheets, while also have had the opportunity to work on redesigning Rocketlane's customer portal where I got to apply my learnings in user research and experience.

Before Rocketlane, I was at AdEase, where I turned a nugget of an idea into a full-blown digital advertising powerhouse. Think cutting-edge, AI-driven ad creations (pre-OpenAI times, btw) that leave graphic designers in awe. And of course, my data science escapades at SmartTerra, where I was all about predicting water usage patterns and catching those pesky anomalies.

What drives me? It's the thrill in mastering 'systems thinking' allowing me to approach product management with a holistic vision, the joy of seeing a product come to life, and the satisfaction of knowing it makes a difference. Looking ahead, I'm all in on pushing the boundaries of what's possible, exploring new markets, and maybe, just maybe, revolutionizing a few more industries along the way.

Wanna chat about the future of tech, swap product stories, or discuss the latest in AI? Hit me up. Let's make something awesome together!

Experience

Rocketlane (hiring!)

Product Manager

June 2022 - Present (2 years 3 months)

Chennai, Tamil Nadu, India

- Presently working on Rocketlane 'Sheets' - aimed at transforming how teams juggle data and elevate their experience of the same.
- Led the end-to-end implementation of the Automations feature from ideation to successful adoption. Uncovered a successful adoption curve with 75% adoption company-wide.
- Led a customer portal redesign, adopting a website-like interface that significantly enhanced user experience, making it intuitive and engaging for all users.
- Key player in developing and launching a specialized annotations and proofing feature for the marketing agency domain, setting Rocketlane up as a contender in this niche market.

www.rocketlane.com

AdEase

Founder

January 2021 - April 2023 (2 years 4 months)

Chennai, Tamil Nadu, India

- Ideated the AdEase platform from inception to production.
- Managed a team of developers to build the product. Formulate and incorporated the business strategy into product strategy.
- Executed product strategy by developing proprietary creative generation algorithms using image processing and computer vision models.
- Collaborated closely with designers and ML enthusiasts to develop proprietary creative generation algorithms using image processing and computer vision models. This effort resulted in creation of ad creatives faster than a human graphic designer.
- Managed all aspects of in-life products, including customer feedback, requirements, and issues.

www.adease.ai

SmartTerra

Data Scientist

April 2020 - November 2020 (8 months)

Bengaluru, Karnataka, India

- Worked as a data scientist at Smartterra, an AI-powered operational intelligence platform for water utilities.
- Developed time series prediction models with Long-Short Term Memory (LSTM)-Recurrent Neural Network (RNN) to predict water consumption behavior of residents of Bengaluru City.
- Developed and optimized Imbalanced Classifier models with Support Vector Machine (SVM) and Local Outlier Factor (LOF) to detect anomalous metering.

www.smartterra.io

Gemini Associates

Research Associate

January 2018 - April 2020 (2 years 4 months)

Chennai, Tamil Nadu, India

- Key member of the Cognitive Computing and Computational Linguistics team at ARA, an end-to-end messaging system to enable behavior change.
- Collaborated closely with the principal research investigator to conduct an empirical study on digital message optimization. Contributed to formulating the P3 (Personalized-Persuasive-Pragmatic) Messaging Approach which is the thrust to the creation of cognitive messages.
- Architected the linguistic framework for the generation of Phrase Structures & Message Frames of Cognitive Messages. This effort resulted in the creation of 20 different cognitive message frames required to create custom-tailored cognitively charged messages that resonate more effectively with its audiences.
