

# Chhavi Keswani

Hyderabad, India | [linkedin/chhavikeswani](https://www.linkedin.com/in/chhavikeswani) | +919717138181 | chhavikeswani@gmail.com

## WORK EXPERIENCE

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### Microsoft

Hyderabad, India

Product Manager | Bing Travel ([Website](#))

July 2022 - Present

- **Owning Transportation** (Flights, Trains, Cars) experiences on all Microsoft canvases, including Bing, Edge, Windows
- Led the entire product lifecycle including customer & market research, PRD writing, prototyping, design reviews, user testing, GTM, and monitoring post release performance
- Drove product strategy and roadmap for Transportation and led cross-functional teams across engineering, design, and research, generating **\$5M accrued annual revenue**
- Collaborated with internal teams and external stakeholders (Skyscanner, Kayak, Amadeus) to deliver **50+ successful features**, contributing to **85% increase in traffic**, and **50% revenue increase**
- Conceptualized and facilitated **conversion funnel optimizations** - including design iterations, data experiments, and dead end scenario redirections - to **increase conversions and revenue by 20%**
- Evaluated region-specific user preferences to optimize the experience for China and Japan, **increasing user engagement 2x**
- **Streamlined** the sprint process by introducing agile project management and emphasizing on iterative improvements, leading to faster execution timelines and better resource management
- **Awards and Recognition:**
  - Received the **Spot Award** (on manager nomination) for exceptional contributions to quality and reducing experience defect rate by **75% in 6 months**
  - Received the **Award for Excellence** (on peer nomination) under **Customer Champ** category
  - Two fast-tracked promotions in three years

Software Engineer | Bing Travel UX Team ([Website](#))

July 2021 - June 2022

- Drove the first engineering efforts for monetization from ground up, integrating ads that lead to **\$150k annual revenue**
- Led performance improvement for the website which resulted in a **45% reduction in the page loading time (PLT)**

## EDUCATION

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Indraprastha Institute of Information Technology, Delhi

August 2017 - June 2021

Bachelor of Technology (Honors) in Computer Science and Applied Mathematics, Minor in Economics

CGPA: 8.63/10

- **Awards: Dean's List** of Communications for 2018 - 2020, **All-Rounder** Performance Award 2021
- **Internships:**
  - **Technology Intern | Royal Bank of Scotland | 2020**  
Evaluated a dataset of **10,000+ entries** and employed technologies like AWS Athena and Tableau to design a single-view dashboard. Resulted in leadership inculcating it in day-to-day to make more data-driven decisions
- **Activities:**
  - Co Organizer | TEDxIIITD 2020 - Led a team of 20 fellow students and contacted 7 high-profile speakers
  - Convener | Esya - Annual TechFest 2019 - Supervised an extended team of 400+ peers to execute a 2-day fest with 10K+ footfall and INR 1M worth of sponsorship
  - Clubs Coordinator | Student Council 2018-2019 - Administered 22 student clubs and oversaw budget of INR 1.1M

## ACTIVITIES

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D&I Champs | STCI (Search Technology Center India) | Microsoft

- Member of the D&I Champ Community, leading initiatives to organize workshops and sessions to spread awareness
- Leading Women@STCI, organizing networking sessions and conversations for women to come together and learn about career advancement, allyship, etc.

Product Learning v-Team | STCI

- Leading the product learning initiative to drive development and growth in the Product community
- Organizing workshops, inviting external speakers, panelists, etc.

CRY (Child Rights and You)

- Volunteering at CRY - an NGO for underprivileged kids
- Helping with content curation, leading teaching sessions for the kids, and managing administrative work