

SWETA JAIN

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PROFILE

Product Manager with 4+ years building B2B enterprise platforms — from intake orchestration to workflow automation — at the intersection of complex ops and user experience. At Zycus, I own products end-to-end: scoping with customers, shipping with engineering, and optimizing post-launch. I'm drawn to messy, high-volume operational problems where good product thinking can meaningfully reduce friction at scale.

EXPERIENCE

Zycus Infotech · Bangalore

Product Manager

Apr 2024 – Present

Associate Product Manager

Oct 2022 – Mar 2024

Owned the intake and request management product line — enterprise tooling that routes, classifies, and resolves internal requests across large organizations. Key work:

- Built an intake orchestration platform that reduced misrouted requests by dramatically improving classification accuracy (85% lift). This directly cut response times by ~30% for enterprise users across 7 global accounts — the result of close discovery work with ops and IT teams to understand where the standard system was lacking.
- Redesigned structured request flows and routing logic, cutting manual triage by 40%. Worked through 3 iterations of the UX before landing on patterns that stuck — adoption across enterprise users reached ~30%
- Led the third-party integration layer that enabled seamless data exchange between Zycus and customer systems (CRMs, ticketing tools, ERPs). Defined the API contract, scoped edge cases with engineering, and managed rollout across customer tenants.
- Drove go-live for 7 enterprise accounts across 2 regions. Each required custom workflow configuration, compliance alignment, and a phased rollout plan — I was the primary point of contact from final UAT through stabilization.
- Rebuilt key UI flows using reusable component patterns, reducing task completion friction. Changes came from session recordings and demos, not assumptions.

Brane Enterprises · Hyderabad

Associate Solution Leader

Apr 2022 – Oct 2022

Associate Process Leader

Sep 2020 – Mar 2022

Early-stage product and platform work spanning research, feature delivery, and large-scale rollout:

- Conducted competitive and user research across 20+ products to identify market gaps; findings directly informed MVP scope and feature prioritization for a new platform launch.
- Contributed to delivery of 23+ features across two product cycles, from requirements through QA and documentation.
- Managed go-live for a platform deployed to 40,000+ users — coordinated deployment strategy, stakeholder comms, and rollback planning. Followed by iterative releases that improved platform stability by ~30%.
- Created wireframes and user flows in Figma and Balsamiq to communicate product intent to engineering and validate direction with stakeholders before build.

SKILLS & TOOLS

Product: Roadmap planning, user research, requirements definition, sprint management, post-launch optimization

Design: Figma, Balsamiq, wireframing, UX flows, usability testing

Execution: Jira, Agile/Scrum, backlog grooming, documentation, cross-functional collaboration

Domain: Enterprise B2B SaaS, workflow automation, procurement tech, intake management, third-party integrations

EDUCATION

PGDM, Marketing

2020

Narsee Monjee Institute of Management Studies, Hyderabad · 3.12/4

BBA (Hons.), Management Studies

2017

J.D. Birla Institute, Jadavpur University, Kolkata · 9.57 / 10

OTHERS

Early internships: OYO, CRY, Ashok Leyland, Sony India — spanning research, operations, and customer-facing functions.

Recognition: Customer Focus Excellence Award, Zycus (April 2023).