

Cherry Mathew Roy

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Cross-functional PM with 4+ years spanning product strategy, UX research, and 0-to-1 execution across AI platforms, IoT systems, and growth products. Proven ability to translate ambiguous user problems into shipped features — from founding and scaling a product agency to leading agentic-AI platform roadmaps. Graduate of a Master's program focused on product management at University of Washington.

EDUCATION

MS in Technology Innovation | University of Washington - Foster School of Business & College of Engineering Sep '24 – Mar '26

A cross-disciplinary graduate program integrating product management, UX research & design, engineering, and technology strategy.

Bachelor of Technology in Mechanical Engineering | APJ Abdul Kalam Technological University Aug '16 – May '20

WORK EXPERIENCE

Product Management Intern | [ReferU.AI: Agentic - AI LegalTech Platform](#) Delaware, US | Jun '25 – Sep '25

Led product strategy & GTM for an Agentic-AI legal matching platform, driving scalable pricing, automation, and responsible-AI adoption.

- **Prioritized features** across **content automation** and **attorney-client matching**, driving sprint delivery for an AI legal matching platform.
- Enabled **scalable partner onboarding** by defining a **tiered pricing architecture** with technical rollout specs across engineering and GTM pods
- Embedded **responsible-AI guardrails** and **compliance checkpoints** by deploying custom AI agents to automate SEO and growth workflows.

Founding Product Manager | [Cre8ive Nudge \(Early-Stage, Revenue-Generating Startup\)](#) Pune, IN | Apr '23 – Sep '24

Founded and scaled a UX-driven product agency delivering end-to-end products, improving product-market fit and sustained client growth.

- Led a **6-person product consultancy** delivering web, mobile, and UX products end-to-end, projecting **>INR 30 lakhs revenue** through 2026.
- Built a **referral-driven client pipeline** through end-to-end product delivery, **tripling signed engagements** within the first 6 months.
- Deployed **custom AI Agents** for user research and competitive analysis, improving product-market fit and achieving **95% client satisfaction**.

Product & Growth Manager | [Magnasoft Consulting India Pvt. Ltd.](#) Bengaluru, IN | Dec '21 – Feb '23

Drove business growth and client reactivation through structured market research, data-driven pitching, and cross-platform content strategy.

- Contributed to **35% traffic growth** and **10% conversion rate** by qualifying **150+ leads** through market research and competitive analysis.
- Generated **20% new business growth** and reactivated **6 dormant accounts** with **98% satisfaction** through data-driven client pitches.
- Increased **digital engagement by 40%** and strengthened market visibility by owning brand and content strategy across platforms.

Product & Operations Manager | [Covid-19 Control Unit - Government of Kerala](#) Kochi, IN | Jun '20 – Dec '20

Led district-wide digital transformation of COVID patient data systems managing teams and optimizing workflows for real-time reporting.

- **Reduced reporting errors by 25%** and **achieved 98% data accuracy** by deploying a digital workflow system **across 150+ facilities**.
- **Cut training time by 40%** by **migrating 10,000+ patient records** to a centralized open-source platform with **redesigned UX workflows**.
- Improved **processing speed by 30%** district-wide by coordinating cross-functional adoption across government, healthcare, and IT workflows.

PROJECTS

Product Manager | [Dwell Secure: \(Industry Sponsored - University Curriculum Capstone Project\)](#) Seattle, US | Sep '25 – Mar '26

Led product strategy and UX design for a home-safety verification platform enabling residents to locate and act on critical utility controls.

- Reduced **emergency action time by 30–50%** by designing and prototyping visual safety guidance features validated through usability testing.
- Achieved **≤10s safety control discovery** and **≥90% shutoff identification** through intuitive visual guidance validated in prototype testing.
- Built a **multi-stakeholder GTM and monetization strategy** around verified safety records, **enabling recurring, portfolio-level revenue**.

Product Lead | [DynamEye \(AI-Powered Navigation Glasses\)](#) Dec '24 – Present

- Designing an **AI-powered vision assistive device** to improve mobility, lifestyle and independence for individuals with visual impairments.
- Driving **end-to-end product lifecycle** from user research through prototype validation, ensuring **affordability and accessibility** constraints.
- Collaboration with industry experts to integrate dynamic zoom, autofocus, and **real-time navigation through reinforcement learning**.

Product Lead and System Experience Designer | [SleePose \(Smart Posture - Correcting Pillow System\)](#) Apr '25 – Jun '25

- Led HW–SW development of an **AI pillow system with a 5 cm pressure sensor matrix** and pneumatic controls achieving **≤5 s adjustment**.
- **Optimized system performance** within <10W power and <30dB noise constraints balancing responsiveness & embedded hardware limits
- Built an ESP32-based **DSP + ML pipeline achieving 90% posture accuracy**, documenting system design and validation on GitHub.

SKILLS AND ADDITIONAL INFORMATION

Certificate in Advanced UI/UX Design - Karwaan School of Design - Jun '23 | IBM AI Product Manager Professional Certificate - Aug'25

Product Management & Strategy: Product Strategy, Roadmapping, PRDs, OKRs & KPIs, Customer & Market Research, Go-to-Market Strategy, Cross-functional Leadership, Business Strategy, Launch Strategy, Scalable Systems. | **Agile & Project Management:** Agile & Scrum Methodologies, Sprint Planning, Sprint Execution, Process Optimization, Risk Management, Stakeholder Management, Jira, Monday, Miro, ProdPad, Confluence, MS Office Suite, Notion, Roadmap Execution, Backlog Management. | **Software Development, AI, Machine Learning & Data Analytics:** AI Automation, LLM Integration, Python (Pandas, NumPy), SQL, A/B Testing, Power BI, System Integration, Application Layer Design. | **User Experience, Design & Prototyping:** Design Thinking, Wireframing, User Research, Figma, Heuristic Evaluation, IoT, Qualitative & Quantitative Research, Prototyping, Storyboarding, Usability Testing, Information Architecture, Design Systems, User Stories.