

SIYA ZANWAR

MSc Management, UCL · Strategy · Consulting · Product · UX
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PROFESSIONAL SUMMARY

Management graduate with two years in FinTech SaaS, taking features from idea to launch in heavily regulated spaces. Works where business, data and engineering meet, backing product decisions with evidence and a sharp sense of where AI adds value.

CORE SKILLS

Strategy & Analytics: Problem structuring, market & competitor research, data analysis, Excel modelling, KPIs & metrics, A/B & hypothesis testing, attribution, commercial awareness, stakeholder management & workshops, go-to-market & pricing

Product & UX: Product discovery, user research & personas, journey mapping, wireframing & prototyping, usability testing, PRDs & user stories, OKRs, roadmapping & prioritisation, Agile/Scrum, cross-functional delivery, QA testing

Data & AI Tools: Advanced Excel, Google Sheets, Power BI, Looker Studio, SQL, Python, Google Analytics, Supabase, Claude, Claude Code, Cursor, ChatGPT, prompt engineering, AI-assisted prototyping

Design & Delivery Tools: Figma, FigJam, Miro, Adobe suite, Framer, Webflow, Lovable, Maze, UserTesting, Qualtrics, Typeform, Notion, Confluence, Jira, PowerPoint, Keynote, Canva

PROFESSIONAL EXPERIENCE

Consulting Project Lead - Practera (UK SaaS client)

London, UK · May 2026 - Present

- Directed a 7-person consulting team on a market-entry mandate for a UK SaaS startup scoping four workstreams (market sizing, segmentation, pricing, go-to-market) and owning the client relationship end to end.
- Turned primary research across 30+ UK independent fashion brands into the commercial spine of the engagement: data-backed buyer personas and a segmentation model that redefined who the client should sell to first.
- Converted the analysis into a costed go-to-market and pricing strategy, delivered as a leadership-ready roadmap that gave the client a clear sequence for winning its first customers.

Product Consultant - Zoop.one (FinTech SaaS)

Pune, India · Jan 2024 - Aug 2025

- Took Smart Assist, an AI-assisted feature, from research to launch as Zoop Wallet's first revenue-generating product, coordinating go-to-market with Customer Success and tracking adoption to 1M+ document saves.
- Redesigned Zoop Stack's B2B verification dashboard for enterprise client, turning complex KYC, conversion and fraud flows into clear user journeys.
- Improved onboarding and activation across RBI/AML-regulated products, resolving 15+ edge cases with engineering while sustaining compliance.

Growth Strategy Analyst - SizeMasters Technology Ltd

Pune, India · Jun 2023 - Jan 2024

- Built competitor market maps across 8 firms, delivering opportunity assessments that guided leadership's diversification.
- Modelled an ECOTHERM (Austria) market-entry (~€255k, €500k+ value) to inform a build-vs-localise decision.

Product Research Intern - IIT Bombay, IDC School of Design

Mumbai, India · May 2023 - Aug 2023

- Benchmarked 20+ technologies for a government-backed innovation project (IIT Bombay-NEERI, WAYU), turning research into a comparative brief informing deployment across 3 metros.

PROJECTS

The Onboarding Paradox (UCL Business Research): Mixed-methods study of how AI identity-verification (KYC) failures shape customer experience in UK digital banks (Monzo, Starling, Revolut); combined statistical content analysis of reviews and Financial Ombudsman decisions with customer-journey analysis, finding trust is lost through absence of explanation and recourse.

AI Marketing Attribution (UCL): Built a decision-support web app allocating marketing budget across a 5-year, multi-channel dataset (attribution modelling, ROMI, CLV, A/B testing); identified where AI recommendations fail and designed guardrails.

AI Financial Auditor (UCL): Benchmarked LLM outputs against validated financials for two UK-listed firms (Moonpig, M&S); built a structured review framework for AI-assisted analysis.

EDUCATION

University College London (UCL) - MSc Management (Corporate Pathway) - Predicted Distinction

London · Sep 2025 - Sep 2026

Modules: Statistics, Decisions & Risk Analysis; Business Strategy; Markets & Customers; Financial Framework.

Unitedworld Institute of Design - BDes Product Design

Ahmedabad, India · 2020 - 2024

First-Class (CGPA 8.14/10), ranked 2nd in cohort.

LEADERSHIP & ACHIEVEMENTS

- 180 Degrees Consulting, UCL** - Student consultant delivering research and recommendations on client and social-impact engagements.
- UCL Sustainability Ambassador** - Led engagement campaigns driving behavioural change across the university community.
- 3 UK Design Registrations** (Herbnest - patent pending; SteriCleanze; SMEG concept).