

Sujay S

Assistant Product Owner | Product Engineering Lead

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Experience : 7 Years

Professional Summary

Product-focused engineering lead with **7+ years of experience delivering scalable loyalty and rewards platforms used by global brands including Mahindra, Nestlé, ITC, Wipro, Carlsberg and AB InBev.**

Experienced in **requirements gathering, backlog prioritization, user story definition, sprint planning and stakeholder management** across configurable loyalty ecosystems supporting **100K+ users and 60K+ weekly transactions.**

Strong technical foundation combined with hands-on product ownership across:

- loyalty program configuration
- reward redemption systems
- enrollment flows
- gamification mechanics
- analytics and reporting modules

Proven ability to translate **business requirements into scalable product features while leading cross-functional teams of engineers, designers and QA.**

Other Skills

- Project Management, Breaking down the flow into executable steps and cost estimations
- Client Interactions, communication with internal and external Business teams
- Team Management, leadership and communication skills
- Task delegation, projecting day and week wise milestones, providing timelines and code reviews. Staying active in everyday development.
- Demos and projects presentations
- Teaching / Training freshers necessary industry skills
- Deploying projects to server / Play Store
- Ability to convert any wire frame into code in the most efficient and expandable way.
- CSS / Javascript Animations, Basics of Photoshop and Gimp, use of GIT for version control, JIRA for task management.
- R&D's and POCs for new technologies and features, providing technical solutions to clients and team members.

Product Impact Highlights

- Led development of a **white-label loyalty platform enabling brands to launch full loyalty programs within 1 week** through configurable modules.
- Platform supports **100K+ users across programs with ~60K weekly transactions and ~80% reward redemption participation.**
- Worked with enterprise clients including **Mahindra, Nestlé, ITC, Wipro, Carlsberg, Heineken and AB InBev** to launch customized loyalty applications.
- Proposed and implemented **templated mobile application architecture** enabling dynamic UI themes, layouts and feature modules controlled from admin configuration.
- Reduced engineering effort required for launching new loyalty programs by building **configurable product modules and automated mobile app generation workflows.**
- Led cross-functional delivery team of **13 engineers**, coordinating product planning, design reviews, development and QA cycles.

Product & Delivery Experience

Engineering Lead – Loyalty Platform (Product Delivery)

BigCity Promotions – Bangalore Aug 2020 – Present

Lead product delivery and engineering execution for a configurable loyalty platform used by enterprise brands to launch reward-based engagement programs.

Key Responsibilities

- Gather product requirements from internal stakeholders and enterprise clients.
- Translate requirements into **user stories, acceptance criteria and prioritized backlog items.**
- Collaborate with UX designers to convert requirements into **Figma prototypes and product workflows.**
- Lead **sprint planning, backlog grooming, daily standups and sprint reviews.**
- Estimate technical effort and coordinate resource allocation across engineering teams.
- Align stakeholders, designers and developers on **product roadmap and sprint outcomes.**
- Review system architecture including **database design, API integrations and platform scalability.**
- Influence product direction by proposing features improving **automation, configurability and user experience.**

Product Metrics Exposure

Metric	Scale
Platform users	100k +
Weekly transactions	60k +
Reward redemption participation	~80%
Monthly user activity	~60%
Enterprise brands supported	10+

Key Product Initiatives

Core configurable product enabling enterprise brands to launch reward-based engagement applications across web and mobile channels.

Key capabilities:

- configurable program types (points, cashback, punch card, leaderboard)
- configurable enrollment flows
- reward catalog and redemption systems
- campaign management and scheme configuration
- analytics and reporting dashboards

Platform enables brands to **launch a fully customized loyalty application within 1 week using modular configuration.**

Reward Redemption System

Designed and implemented scalable reward redemption system supporting:

- physical merchandise, digital gift vouchers, experiential rewards

Features include:

- configurable reward catalog management
- point deduction engine
- fulfillment workflow tracking
- redemption reporting dashboards

Achieved **~80% redemption participation across loyalty programs.**

Dynamic Mobile Application Generation System

Proposed architecture enabling administrators to configure mobile applications through backend settings.







- configurable UI layouts
- dynamic theme customization
- modular feature enablement
- automated APK generation workflows

This significantly reduced engineering effort required to launch new client programs.

Leadership & Agile Delivery

- Managed and mentored **13 developers** across product delivery teams.
- Facilitated **daily standups, sprint planning and backlog refinement sessions.**
- Conducted technical design reviews and architecture discussions.
- Coordinated collaboration between **engineering, design, QA and business teams.**





Product & Collaboration Tools

-  Zoho Sprints
-  Figma
-  Google Analytics
-  Git
-  Agile / Scrum
-  PostHog

Technical Skills

-  Angular
-  React
-  Ionic
-  JavaScript
-  TypeScript
-  Node.js
-  PostgreSQL
-  HTML / CS

Languages

-  English
-  Tamil
-  Kannada
-  Hindi