DIDHITI PARIKH

PRODUCT SPECIALIST

CAREER OBJECTIVE

To apply my deep expertise in air cargo and logistics to lead digital transformation initiatives as a Product Manager, delivering scalable, user-centric solutions that streamline operations, enhance stakeholder collaboration, and drive measurable business growth across global logistics ecosystems..

EDUCATIONAL QUALIFICATION

MBA-Marketing & Operations
ICFAI Business School-Hyderabad
CGPA- 8.19
Bachelors in Pharmacy
Dr BNCP College-Mithibai
CGPA-7.23

ACHIEVEMENTS

Go Pinnacle Award-Best Team ACS
2021-2022
Kale Go promising Leader award-2020-2021
Employee of the Month- April 2021
(Kale Logistics Solutions Pvt Ltd)

CERTIFICATIONS

- **Business Analyst Certification- Oct 2022 (Business Analyst training institute**
- **Air Cargo Domain Training -Dec 2022 (JBS Academy Pvt. Ltd.)**
- **PSPO-I (In-progress)**

SKILLS

- Product Lifecycle Management
- Agile & Waterfall Methodologies
- Stakeholder Engagement
- Business Process Mapping
- Wireframing & UI Design
- Data Mapping & Analysis
- Documentation & Traininf
- Tools: JIRA, Aha!, Confluence, MS Office

CONTACT INFORMATION

91-9022365183 | didhitiparikh.dp@gmail.com |
Mumbai, Maharashtra

WORK EXPERIENCE

PRODUCT SPECIALIST
Accelya Solutions | March 2024- Present

1. **IATA ONE Record Program: Product Owner**
- Delivered multiple use cases including Tracking, FBL, Publish & Subscribe, Checklist, Pre-Advice, and Shipment Record, aligning with IATA's ONE Record standards.
- Authored the Product Definition Document for the ONE Record UX Admin Module and led wireframing and UI design based on user stories.
- Conducted product demos for global carriers including Emirates, SAS, Finnair, Virgin Atlantic, and Swiss, showcasing product capabilities and gathering feedback.
- Created business process diagrams, data flow models, and performed data mapping between ONE Record specifications and FLX Cargo systems.
- Collaborated with the IATA team to validate use cases and ensure compliance with evolving standards.
- Led internal demo sessions and planned external POCs, including ongoing discussions with Finnair and Wise Tag.

2. **Key Projects & Deliverables**
- Aero Mexico (AM) – AM BROCK CR: Authored user stories and led successful go-live of interface change in Nov 2024.
- AY Finnair – SHC Rating CR: Implemented logic changes with supporting flow diagrams; delivered in Jan 2025.
- Defined Acceptance module and Control tower for Imports as a part of Product Modernization.

3. **Cross-Functional Leadership & Agile Delivery**
- Delivered knowledge transfer and training on ONE Record standards to onboard new team members efficiently.
- Led grooming sessions for AM, AY, and ONE Record projects to refine user stories and ensure sprint readiness.
- Maintained and updated key product artifacts (feature lists, CCB logs, Aha! roadmaps, JIRA stories, system configs) in Confluence.
- Collaborated cross-functionally with engineering and solution teams to align on delivery across multiple airline projects.
- Reviewed test cases to uphold product quality and reduce defect rates pre-release

SR. BUSINESS ANALYST |MAY 2022-MARCH 2024
BUSINESS ANALYST |JAN 2021-APRIL 2022
EXECUTIVE OFFICER | FEB 2020- JAN2021

Kale Logistics Solutions

- Led five successful product implementations in the air cargo domain, delivering web and mobile solutions at major international airports (Ahmedabad, Bangalore, Sharjah), ensuring alignment with client needs and operational goals.
- Conducted on-site stakeholder engagement (domestic and international) to study airport processes, gather requirements, and translate them into actionable product deliverables including FRS, SRS, user stories, and process flows.
- Acted as the bridge between clients and engineering teams, driving product vision, defining roadmaps, and ensuring timely delivery through Agile and Waterfall methodologies.
- Owned the end-to-end product lifecycle, from ideation and requirement gathering to UAT, training, go-live support, and post-implementation optimization.
- Collaborated with cross-functional teams (pre-sales, architects, tech leads) to craft compelling RFP/RFI responses and deliver pre-sales demos to prospective clients and investors.
- Developed strategic tools such as ROI calculators, Affinity Index models, and competitive benchmarking frameworks to support product positioning and business case development.
- Contributed to national-level logistics initiatives including the National Logistics Portal-Marine and UNCEFACT Cross-Border Management, supporting product strategy through research and documentation.
- Created comprehensive training materials, SOPs, and support documentation, and led client onboarding and trade partner enablement sessions.