SID PRITHVI

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Sydney, NSW, Australia · Full working rights

AI-fluent Business Analyst and Product Owner with 5+ years across healthtech, edtech, and design consultancy. Lead product, design, and engineering for a healthcare EMR built with Claude Code on a Go + React + PostgreSQL stack. Co-founder of Ringa, an AI receptionist and assistant for small to medium-sized businesses in Vietnam.

EXPERIENCE

Cognisian — **Remote from Sydney, Australia**
Product Owner & Business Analyst — NOVEMBER 2025 – PRESENT

- Delivered *Caresa*, an eye-care clinical management system for one of Vietnam's most reputable eye clinics, in **under 1 year**, replacing a legacy system that took **10 years** to build.
- Lead a **team of engineers and 1 BA**, with **6 modules shipped** across every clinic role.
- Solo-built the **patient mobile app** (iOS and Android): bookings, visit history, care plans, AR glasses try-on, and a kid mode for eye-health learning.
- Own the full product loop: requirements, PRDs, user stories, UX/UI in Figma, and delivery of the patient intake and optometrist clinical flows.
- Drove team-wide AI adoption as the in-house Claude Code standard, **shipping in days what took weeks**.

Lollypop Design Studio — **Ho Chi Minh City, Vietnam**
Business Systems Analyst — JUNE 2024 – NOVEMBER 2025

- Moved Knowledge Transfer sessions with overseas dev teams **from every few weeks to weekly** by using ChatGPT to speed up PRDs, FRDs and functional requirements (**5x faster authoring**).
- Delivered PRDs, user stories, and user-flow diagrams across **11 client engagements** (8 module-level, 3 led major projects).
- Lead BA on a multi-module **edtech super-app** for one of the world's largest international school networks (Singapore HQ).

edvin.ai — **Ho Chi Minh City, Vietnam**
Business Analyst — OCTOBER 2022 – JUNE 2024

- Took an AI-powered education platform from **pre-launch to 100,000+ users in 9 months** as sole BA and data owner.
- Shipped growth and engagement dashboards (daily new users, retention, video-call engagement) that leadership used for product decisions.
- Owned the user data pipeline (cleaning, deduplication, quality), improving the accuracy of internal reporting.

SELECTED PROJECTS

Ringa — **AI Voice Receptionist & Assistant for Vietnamese SMBs · Co-Founder**
TypeScript, Node, Realtime Voice AI, Zalo, LiveKit — FOUNDED 2026 · IN PILOT

- Co-founded a digital receptionist that answers calls in Vietnamese 24/7 so small businesses never miss one; it captures the booking request and notifies the owner.
- Lead product and build: beachhead segment, pricing, and the TypeScript core service, now running free pilots with eye clinics in Ho Chi Minh City and expanding to other domains.

UpBand — **Live IELTS Writing Application · Technical Co-Founder**
Next.js, TypeScript, Tailwind CSS, Supabase, AI Grader — Built with Claude Code & Codex

- Owned product and engineering on a two-person team; shipped a live IELTS writing platform end-to-end with AI coding tools, covering product definition, UX/UI, Supabase integration, and AI grading logic.

Websites, Landing Pages & Apps — **Cognisian · Ringa · HYEC · AI-Powered Eye Clinic**
Next.js, Tailwind CSS, Framer/Webflow — Marketing sites, apps & eye-surgery lead generation

EDUCATION

Rotterdam Business University — **Rotterdam, Netherlands**
B.S. International Business & Supply Chain Management — 2019 – 2022

SKILLS & CERTIFICATIONS

Product & BA: Product ownership, PRDs, user stories, user-flow diagrams, UML, KT sessions, stakeholder management, UAT, Agile, Lean Six Sigma.

AI Build: Claude Code, Codex, ChatGPT, Muse Spark; prompt engineering, LLM API integration, AI-graded feedback systems; directing engineering through AI.

Tools: Figma, Power BI, GitHub.

Domain: Healthcare IT (HIS/EMR, optometry, clinical workflows, FHIR-adjacent), EdTech; EN/VI localisation.

Certifications: Business Analysis Masterclass (2023) · Lean Six Sigma Yellow Belt (2021) · Python, Univ. of Michigan (2021)