

EDUCATION

University of California, Berkeley
Master of Information Management & Systems
 (May 2017, GPA: 3.80/4.0)

Primary Focus: Product Management | UX Research
 HCI | Applied Behavioral Economics

Additional Courses from Haas School of Business

Jaypee Institute of Information Technology,
Noida, India

Bachelor of Technology in Computer Science
 May 2012, GPA: 8.0/10, Rank 29 out of 400

SKILLS

Research and Design

A/B Testing | Contextual Inquiry | Interaction Design |
 Interaction Design | Product Analytics | Persona Design |
 Applied Behavioral Economics | Feature Design | ASO

Programming and Development

Python | Javascript | HTML | SQL | R | C/C++

Leadership

Product Management | Project Management | Team Lead |
 Managing QA/Testing Processes

Tools

JIRA | Git | Adobe Analytics | R Studio | HP Quality
 Centre/QTP/Load Runner

PROJECTS

Prototyping | Product
 Design | User Stories |
 Interaction Design | UX
 Research | Web Dev.

Usability Testing |
 Qualitative analysis |
 Think alouds

Behavioral Analysis |
 Product Design |
 Literature Research

Contextual Inquiry |
 Personas | Heuristic
 Evaluation | Iterative
 Prototyping | Usability
 test

Contextual Inquiry |
 Persona Creation |
 Prototyping | User
 Stories | JavaScript

Paired (iOS APP), Designed and developed a full scale iOS app accompanied by hardware with a team of 5. Using bluetooth enabled keychains, Paired allows two people to access a shared private space in the app to capture memories and tag adventures with each other without always needing to use their phones.

Google Maps: The hidden usability, Conducted remote and personal usability tests for advanced Google Maps features. Created a test guide and used it to understand the accessibility and familiarity of features and discover pain points and provide design recommendations based on research

A Behavioral Analysis of experiences in the space of Sustainable Transportation, research included the study of the space of sustainable transportation and how companies are using concepts of behavioral economics to help users reduce their negative ecological impact

PipPop, Contact exchange interactions in Social and Professional Settings, Designed a Hi-Fi Prototype to enable a novel way to exchange contact information in professional and social settings to reduce loss of information and increase ease of contact exchange.

Labor2Day, Designed and developed a text messaging based application to connect day laborers to jobs. Led the user experience research by carrying out contextual inquiry of day laborers in Richmond and competitor analysis. Created multiple personas to drive our feature design and app development

RELEVANT EXPERIENCE

Product Manager

Mobile Apps (iOS/Android)

July 2017 to present,
 Summer 2016 (Intern)

StubHub (An eBay Company), San Francisco

- Lead the product roadmap for upcoming features under the Browse Experience and on the mobile app.
- Work with other PM's to oversee end-to-end feature design, build, QA and release as the product owner for new features to help conversion optimization on the mobile app.
- Gather and report data on performance of product features through setting up relevant A/B tests.
- Develop and improve ASO strategies and practices for native apps across all regions and platforms.
- Work with multiple other teams including Strategy, Business, and Marketing to help prioritize projects for mobile apps
- Additional Initiatives include setting up UX research and design for upcoming native app features, and leading design and development of multiple Proof of Concept features.

Lecturer

Jan 2018 to present

UC Berkeley, School Of Information

- Responsible for teaching Info 290T - Full Stack Web Development, a graduate level course at UC Berkeley

Co-Creator

November 2016 to
 Present

Hello Haven

- Co-founded and created a Facebook chatbot to help cope with the anxiety with job search. The chatbot provides a simple chat interface for people to find jobs and related meetups to help network. **Link** - <https://hellohaven.herokuapp.com/index.html>

Graduate Student Instructor

Fall 2016

UC Berkeley, Info 232 - Applied Behavioral Economics and Info 290T - Information Organization Laboratory

- Aided the professor in teaching and guiding students in concepts of behavioral economics and its applications to practical settings and experiment design for behavior change.
- Designed and taught a graduate level course on Full Stack Web Development using multiple MVC frameworks.

Product Consultant (Part Time)

Dec 2015 - May 2016

Intel Corporation, UC Berkeley + San Jose

- Worked on customer insights and industry research for accelerating the transformation to Software Defined Networks and Network Functions Virtualization, and identifying sources of incremental opportunity through applied innovation

Software Engineer

October 2012 - July 2015

Accenture (Client - A Major North American Telecom Provider), India

- Led a team of 5 to deliver multiple QA initiatives for the consumer facing online sales Application.
- Worked with client team to help research user needs and successfully identify design gaps.

VP of Strategic Initiative

2016 - 2017

Berkeley Entrepreneur Association, UC Berkeley

- Responsible for informing BEA's cross campus strategy and designing offerings that serve the entrepreneurial needs of BEA

Communication Chair

2015 - 2016

Information Management Student Association, UC Berkeley

- Responsibilities include managing marketing and outreach strategies, and building ties between IMSA and important external stakeholder