

### EDUCATION

**University Of California, Berkeley**  
**Master in Information Management & Systems**  
 (May 2017, GPA: 3.81/4.0)  
**Primary Focus:** Product Management | UX Research | HCI | Applied Behavioral Economics  
**Secondary Focus:** Quantitative Research | Data Analysis

**Jaypee Institute of Information Technology (JIIT), Noida, India**  
 Bachelor of Technology in Computer Science  
 May 2012, Rank 29 out of 400

### SKILLS

#### Research and Design

Contextual Inquiry | Interaction Design | A/B Testing | Quantitative/ Qualitative methods | Persona Design | Requirement Analysis | Applied Behavioral Economics

#### Programming and Development

C | C++ | Python | JAVA | HTML | JavaScript | R | C# | SQL

#### Leadership

Project Management | Managing QA/Testing Processes

#### Tools

HP Quality Centre | HP QTP | HP Load Runner | JIRA | Git

### RELEVANT EXPERIENCE

#### Product Consultant (Part Time)

December, 2015 - Present

#### Intel Corporation

- 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.

#### Graduate Student Researcher

February, 2016 - Present

#### Y-Plan (Centre for Cities + Schools), Institute of Urban and Regional Development, UC Berkeley

- Worked on user research and as a digital technology researcher/developer to help drive technology strategy to grow the Y-Plan community based on user needs.

#### Software Engineer

October, 2012 - July, 2015

#### Accenture (Telus), India

- Led a team of 5 to deliver multiple QA initiatives for the consumer facing online sales Application.
- Managed the client driven monthly releases which generated a revenue of \$1,000,000/month.
- Worked with client team to help research user needs and successfully identify design gaps.
- Author of whitepaper - How upcoming digital technologies can help the CMT industry enhance customer experience by newer products and faster delivery.

#### Product Design Intern

Summer, 2011

#### CareerInfoline, India

- Prototyped a web based JAVA application for local Furniture Stores in the NCR region, India.
- Conducted and led user research of local store owners to understand current usability limitations.

#### VP of Strategic Initiative

January, 2016 - Present

#### 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

December, 2015 - Present

#### Information Management Student Association, UC Berkeley

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

### AWARDS and EXTRACURRICULAR

Oracle Certified JAV A Professional, Java SE 5/6 | Recipient, 'RCSM Award, 2007' for values of Caring and sharing | Active volunteer at the National Association for the Blind, Delhi, 2007 - 2008 | Taught illiterate children as part of National Literacy Mission 2002, 2003 | Accenture Stellar Awards 2013 Q3 - Rising Star

### PROJECTS

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

**Labor2Day, Meeting of the Minds Hackathon - 2015**, Prototyped 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. Created multiple personas to drive our prototype design in Javascript.

(2nd Place, Meeting of the Minds Hackathon - 2015)

Contextual Inquiry | Personas | Heuristic Evaluation | A/B Testing | Iterative Prototyping | Usability test

**PipPop, Contact exchange interactions in Social and Professional Settings**, used various user interface design methodologies, including, Contextual Inquiry, Iterative Lo-Fi Prototyping, Persona Design, Heuristic Evaluation and A/B Testing to design a Hi-Fi Prototype to enable a novel way to exchange contact information in professional and social settings.

Persona Design | User Research | VR | JavaScript

**Happy2Help, Haas HackJam - 2015**, designed a VR system to help create a job portal for tetraplegic patients. Worked on persona design and storyboarding for multiple users based on our user research.

Worked on developing a VR prototype using Google Cardboard.

(Winner, Haas School of Business, Play HackJam - 2015)

Usability Testing | Test Guide creation | Questionnaire design

**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 map features and discover current pain points and provide design recommendations based on research

Artificial Intelligence | Text Analysis | Bayes Classifier | OCR | C#

**CLASSIFY, Text recognition and genre classification of text summaries from images**, the research included the study of Naive Bayes Classifier as a supervised learning method to predict the genre of text summaries extracted from the images of multiple textbooks.