

EDUCATION

B.E., Computer Science, BITS Pilani, KK Birla Goa Campus
Class XII (CBSE), Shaheed Rajpal DAV Public School, Delhi

CGPA: 9.20 (Graduated 2022)
Score: 95.8% (Graduated 2018)

EXPERIENCE

Product Manager, SpotDraft

Sep 2023 — Present

- Spearheading **experimentation, pricing, and GTM** for a first-in-class Gen-AI RAG offering bringing in **x% of revenue** in add-on fees
- Leading growth initiatives to **increase trial conversions by 36%** and decrease time-to-value for new customers at scale
- Improving the storage and consumption of contract metadata by leading efforts around search, analytics, and repository setup

Product Manager (prev. Product Management Intern), HackerRank

Aug 2021 — Sep 2023

- Led product strategy and execution for an online technical interviewing tool to aid in the assessment of **20k+ candidates per month**
- Improved NPS and platform reliability, and contributed to **~20% of core revenue** by spearheading multiple tech and UX initiatives
- Designed internal processes to streamline the in-product feedback pipeline and engage with **250+ users every month**

Technical Undergraduate Intern, Cisco Systems

May 2021 — Jul 2021

- Developed a platform-usage monitoring dashboard to be used by **150+ developers** massively improving query turnaround time
- Improved computation efficiency by **up to 96%** through automated retrieval of telemetry data using Quarkus (Java) and MongoDB

Founding Team Member, Cascade

Jun 2020 — Dec 2020

- Led the interface design** and front-end development of **world's first** interactive case interview preparation platform using NLP
- Crafted and curated the **experience and user-flow** of the platform by conducting extensive user research around a variety of features
- Grew to **1500+ users** post initial launch and reached a response accuracy of **85%** over a dataset of **10k** questions
- Secured a **pre-seed funding of INR 75k** from PIEDS, Pilani to cover operational costs for launch of the Minimum Viable Product

Consultant - Design, Development, and Community, Caarya (Sukor Consulting)

Aug 2020 — Mar 2021

- Generated value of **INR 300k** by developing mobile apps using React-Native and designing artifacts for multiple clients and partners
- Advised clients in **3 continents** around design, UX, and digital marketing **across industries** like Technology, Catering, etc.
- Revamped the brand identity by creating pitch decks and marketing collateral targeted at **10k+ students** across 5 colleges

PROJECTS

Sugamyata - Computing Education Research, Dept. of CSIS, BITS Pilani, KK Birla Goa Campus

Mar 2021 — May 2022

- Characterized the state of Accessibility in Indian college curriculum with beneficiaries in **over 3500** engineering colleges
- Explored existing pedagogic methods and conducted **research studies with 60+ students** to develop accessibility-aware curriculum

User Studies Around Fitness Tracking Applications, Dept. of CSIS, BITS Pilani, KK Birla Goa Campus

Mar 2021 — Dec 2021

- Established usage patterns and quantified user behavior around fitness-tracking applications by surveying 31 participants
- Studied the impact of UX enhancements by prototyping a fitness-tracker in Balsamiq and conducting usability tests

Product Design for CSA Times, Council for Student Affairs, BITS Pilani KK Birla Goa Campus

Jan 2020 — Apr 2020

- Crafted the UX through user research for the official "one-stop" college mobile app with **1000+ downloads** on the Play Store
- Delivered **essential campus-related services** like food-ordering, exam-schedule, etc. to a potential user base of **4000+ students**

POSITIONS OF RESPONSIBILITY

Instructor - Introduction to Graphic Design, Center for Technical Education, BITS Goa

Jan 2020 — Dec 2021

- Curated the **first** CTE Graphic Design course teaching core concepts and boosting the design culture across campus
- Delivered value to **100+ undergraduate** students seeing one of the highest enrollment and retention rates across 10+ courses
- Generated revenue over **INR 45k** in the form of enrollment fees used to fund research projects and prizes for top course performers

Head of Videography, The Department of Photography, BITS Goa

May 2020 — Jul 2021

- Led and trained a team of **70+ members** and supervised all video-related projects achieving **100k+ views** across different platforms
- Generated **INR 22k+** in revenue through external client projects and sponsorship from brands like Polygon (previously Matic)
- Orchestrated workshops clocking an attendance of **300+**; organized a national-level photography contest receiving **1000+ entries**

PUBLICATIONS

- Bhatia, J. S. et al.** Integrating Accessibility in a Mobile App Development Course. *SIGCSE* (2023).
- Nagpal, D. et al.** Inclusive Thinking Questionnaire: Preliminary Results. *SIGCSE* (2022).
- Karnavat, T. et al.** Exploring the challenges of using food journaling apps: A case-study with young adults. *EAI Ubiquitous* (2021).

AWARDS

2018-2020 Awarded the Institute Merit Scholarship for consistently performing in the **top 3% of the batch** for 3 semesters and **top 1%** for 1 semester with a **fee waiver of 40% and 100%** respectively