AARUSHEE NAIR

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EDUCATION

University of California – Los Angeles, Anderson School of Management **Los Angeles, CA**
Master of Science in Business Analytics | STEM Designated | Anderson Merit Fellowship Expected: Dec 2023
- **Coursework:** Product Management in Tech Companies, Data Management (SQL), Prescriptive Modeling (A/B testing), Customer Analytics (Python), Optimization, Statistics, Customer Analytics

University of California – Irvine, Henry Samueli School Of Engineering **Irvine, CA**
Bachelor of Science in Mechanical Engineering, Minor in Business Jun 2022
- **Concentration GPA & Awards:** 3.7 / 4.0; 6 times Dean's Honor Recipient
- **Courses:** New Product Development, System Analysis and Design, Intro to Marketing Analytics, Introduction to Probability

TECHNICAL SKILLS

Business: Product Roadmap, User Stories, Product Management, **A/B Testing (Hypothesis Testing)**, Product Lifecycle, Conjoint Analysis, Agile Development, Scrum, Product Requirements Document (PRD), Design Sprint, Strategic Planning
Software: Figma, UI/UX Design, Tableau, Power BI, JIRA, MIRO, Lucid Chart, Microsoft Excel, ANOVA, Sawtooth
Analytical: Linear Regression, Hierarchical Clustering, Hypothesis Testing, Random Forest, K-fold Cross-Validation, Decision Tree
Language: SQL (window function), **Python** (NumPy, Pandas, Matplotlib, Scikit-learn, Seaborn), **R** (dplyr, ggplot2, t-test), MATLAB

PRODUCT AND ANALYTICS EXPERIENCE

Venmo Design Sprint: Streamlining Payment Experience | UCLA Anderson
- **User-Centered Design:** Conducted 45+ in-depth user interviews, studied data, and created user journey maps to understand user needs, pain points, leading to **design of user-centered solutions** for improved payment experience
- **Prototype/Testing:** Designed and prototyped 3 new features using **Figma**, conducted user testing to validate design, gathered feedback from 50+ users resulting in final product exceeding user expectations
- **Defined and Measured Success:** Defined success metrics like, used Key Performance Indicators (KPIs) to measure impact of new features, resulting in a 25% decrease in user frustration, a 20% increase in overall satisfaction, and 15% rise in daily active users

Hydro Flask Feature Comparison A/B Test Experiment | UC Irvine
- **A/B Test Experiment:** Utilized a combination of Sawtooth, Focus Group analysis, Sales data evaluation, with a sample size of 50+ customers to determine customer satisfaction and preferences
- **Hypothesis Testing:** Hypothesized 40oz size for more storage, sippy cup to reduce muscle stress around mouth causing wrinkles
- **ANOVA:** Teamed with analysts to use ANOVA to calculate **p-values** for both hypotheses with **95% confidence interval**

Project Manager and Administration Lead, Unmanned Aerial Vehicle Capstone Project | UC Irvine
- **Cross-Functional Work:** Collaborated with 3 teams (administration, engineering, design) to manage end-to-end project plans and ensure on-time delivery for hexacopter drone
- **Product Requirement Documentation:** Built roadmap for execution and delivery, data quality measures, operations, testing, funding and assisted with development of product features for 18 months
- **Documentation:** Managed and compiled product documentation with 15+ months of data as required, including development requirements via **JIRA**, internal product overviews, and funding

Blue-Pak | Product Owner/ Patent Holder (Intellectual Property India, Design Number: 252306)
- **User/Market Analysis:** Undertook research on **100+** children suffering from diarrhea and malnourishment caused by lack of potable water to administer medication, thereby **gaining a deeper understanding of necessity for possible packaging solution**
- **Product Development:** Designed **novel 2-way lid product** in Tetra-Pak, filling a gap in market by offering a high-potential solution to meet consumer needs
- **Innovation:** Prototyped **product** to combat issues of diarrhea and malnourishment by potentially providing potable water in an eco-friendly packaging with medication to **over 1100 children** across India, recognized by Unicef, TetraPak Switzerland

PROFESSIONAL EXPERIENCE

AMPLE AUTO TECH. **Haryana, India**
Product Analytics intern Jul 2022 - Sept 2022
- **Stakeholder Management:** Collaborated with SR. Product Manager, designers, engineers, data scientists to analyze patterns, trends, and identify new opportunities for growth of Ball Joint product
- **A/B Testing:** Analyzed export data covering 15,000+ transactions region-wise and country-wise with A/B tests results from Google Analytics for product to identify trends in **product performance** and **user demand spikes** in these region
- **Cost-Benefit Analysis: Increased sales by 15% by** enhancing **product development** based on climatic condition while collaborating with Design Engineer and International Marketing-Sales team

ACHIEVEMENTS

- Amazon x UCLA Hackathon | **Finalist** Sept 2022
- Director of Mentorship | Business Analytics Association, Anderson UCLA Dec 2022 - Present