

Avala Parimal Prasad

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EDUCATION & PORTFOLIO

BITS Pilani, Pilani Campus

B.E. Civil

[Product Portfolio](#)

Pilani

2022 - Present

EXPERIENCE

IT Product Intern

Intellect Design Arena Ltd.

June 2025 – July 2025

Chennai, Tamil Nadu

- Contributed to **enterprise fintech products** in a **core banking setup**, supporting feature delivery with **Angular 8, Java, and Spring Boot**, and collaborating on **secure, compliant, and scalable** solutions for global clients.

IT Developer Intern

CSIR-CRRI

May 2024 – July 2024

New Delhi, Delhi

- Built a **responsive platform** for **CSIR-CRRI** using **React.js** and **Bootstrap**, improving **usability, performance, and team communication** through strong **product and UI/UX thinking**.

PROJECTS

LaunchPad | Figma, Webflow, Javascript, Canva, Excel

May 2025 – Present

- Built LaunchPad, a **zero-to-one** career platform; led product lifecycle from research and design to **MVP (Webflow)** and **GTM**, for acquiring **1000+** users in 60 days and integrating **LLMs** to scale **AI-powered features**.

Case Study-Zomato Tier- 2 & 3 Cities Strategy | Figma, Canva, Excel

Apr 2025 – May 2025

- Developed a **product strategy** for Zomato's Tier-2/3 expansion by prioritizing solutions like **regional voice ordering** and **home-chef discovery** using the **RICE** framework to address low-literacy user pain points.

Case Study-Optimization of Schmooze's App and Play Store presence | Figma, Canva, Excel

May 2025 – June 2025

- Developed a case study to optimize **Schmooze's App Store presence** through **competitive analysis, POV-driven redesign, and A/B-tested messaging**, resulting in a **UI/UX mockup deck** aligned with **ASO metrics** and user appeal.

MovieFlix - WebDevelopment MovieFlix | HTML5, API, ReactJs, Javascript, CSS

Dec 2022 – Jan 2023

- Built **MovieFlix** with **React.js** and **Tailwind CSS**, integrating real-time APIs for dynamic movie data and optimizing performance for a **responsive, fast-loading UI** across devices.

TECHNICAL SKILLS

Excel, Canva, Figma, OpenAI API (GPT-4), Prompt Tuning, LLM Integration, Business Analytics, PowerBI, Python, SQL Database, Java, Angular, Eclipse, SpringBoot, C++ Language, JavaScript, HTML + CSS, React.js

POSITION OF RESPONSIBILITY

Committee of Students for Sports Activities (CoSSAc)

Jan 2025 – July 2025

- Core member of **CoSSAc**; led ops for **BPL (1800+)** and **NCUC 2025 (200+)**, generating **₹1.24L**, and contributed to **BOSM (₹1.3 Cr budget)** and **OASIS**, driving **5000+ registrations** and **₹25L revenue** with a 40+ member team.

Contingent Lead - Powerlifting Team

Dec 2022 – May 2025

- Led **powerlifting team** as Contingent Head across **inter-college competitions**, securing **multiple podiums** through training oversight, logistics coordination, and team motivation.