

# Aiswaryaa Rajesh

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## ABOUT ME

I am a Computer Science Engineer, Product Manager, and Data Analyst with expertise in product testing, data-driven decision-making, UI/UX design, and front-end development. With experience as a Technical Product Manager and UI Developer, I have optimized products and enhanced user experiences. I excel in problem-solving, communication, and leadership, thriving in collaborative environments. As a Visharad Poorna Bharatanatyam dancer, I bring discipline, creativity, and dedication to every endeavour.

## EDUCATION

### SRM Institute of Science and Technology

*B.Tech. in Computer Science Engineering w/s in Big Data Analytics*

**Tamil Nadu**

*June 2025*

*CGPA - 9*

### Mount Carmel School

*SSC and HSC*

**New Delhi**

*March 2021*

*Class12<sup>th</sup> - 93.6%*

## WORK EXPERIENCE

### FactWise

*Technical Product Manager Intern*

**Mumbai**

*Aug - Nov 2024*

- A B2B SaaS Product Procurement Startup Company.
- Developed 2000+ comprehensive use cases and defined key features, creating test cases to identify and resolve potential user issues, improving product reliability by 20%.
- Facilitated communication between developers and cross-functional teams, reducing project turnaround time by 25% and accelerating the product development cycle.
- Designed and prototyped 3 UI modules in Figma, contributing to an enhanced product roadmap with user-focused functionality and improving design efficiency by 30%.

### Sharajman Technologies

*UI Developer Intern*

**New Delhi**

*May - Jun 2023*

- Designed and developed three responsive websites within a month, demonstrating strong time management, quick learning, and the ability to deliver high-quality solutions under tight deadlines.
- Conducted usability testing and implemented user-centered design improvements, increasing user engagement by 50% through intuitive UI/UX enhancements.

## PROJECTS

### Portfolio Website

<https://aiswaryaarajesh.github.io/Portfolio/>

- Designed and developed a responsive portfolio website showcasing projects, skills, and experience, optimized for smooth UI/UX.
- Implemented interactive animations, dynamic navigation, and Figma prototypes to enhance user engagement and accessibility.

### Spotify Clone

<https://aiswaryaarajesh.github.io/Spotify-Clone/>

- Engineered a fully responsive Spotify clone using JavaScript and front-end technologies, achieving 100% mobile responsiveness and ensuring a seamless user experience across all screen sizes.
- Designed the UI from scratch, implementing intuitive navigation and dynamic content rendering, resulting in a 30% improvement in ease of use and enhanced accessibility compliance.

### FlipClock Screensaver & PWA App

<https://aiswaryaarajesh.github.io/FlipClock/>

- Created a responsive animated Flip Clock using HTML, CSS, and JavaScript, featuring real-time flip transitions, light and dark modes, and fullscreen support which auto-hide controls for distraction-free display.
- The clock is available as a Progressive Web App (PWA) for Android and iOS with a wake lock feature to prevent screen sleep, and also as a downloadable Windows screensaver (.exe) for desktop use.

Lok Sabha’24 Election Data Analysis

<https://github.com/AiswaryaaRajesh/Lok-Sabha-24-Data-Analysis>

- Visualized and interpreted electoral data from the Lok Sabha 2024 elections using PowerBI, enabling stakeholders to identify vote-share trends by state and coalition, leading to strategic campaign adjustments.

Godrej Interio Webpages

<https://aiswaryaarajesh.github.io/Godrej-Furniture-Store-Websites/>

- Redesigned the Home and About web pages for Godrej Interio as a personal project, enhancing user interface and navigation, which resulted in a 40% increase in visitor retention using responsive front-end technologies.

Daily Routine Tracker in Notion

<https://tinyurl.com/dailyroutinetrackernotion>

- Designed and developed an all-in-one Routine Tracker to streamline daily productivity. Combining calendar view, study planner, work tracker, habit logger, workout tracker, to-do list, and priority board in a single intuitive interface.
- Focused on simplicity, accessibility, and user-friendly design, enabling users to effortlessly plan, track, and optimize their routines helping in keeping everything in one place to stay consistent, productive, and in control always.

LEADERSHIP EXPERIENCE

Aaruush – International Techno-Management Fest of SRM

Tamil Nadu

*Creatives Committee Organiser*

2022 - 2025

- Led and mentored a team of 30 juniors in designing and executing social media campaigns, achieving a 20% increase in engagement and 15% follower growth over the past year.
- Streamlined communication and workflow processes across committees, enhancing project completion rates and team efficiency while strengthening leadership, adaptability, and problem-solving skills over three years.

SKILLS

Technical Proficiency: Python, R (Data Analytics), MySQL, C/C++, HTML-CSS, JavaScript, Bootstrap, Git, GitHub

Subject Proficiency: Object-Oriented Programming (OOPS,) Data Structure and Algorithm (DSA), Design and Analysis of Algorithm (DAA), Operating Systems (OS), Database Management Systems (DBMS), Data Visualization, Data Science, Computer Networking, Business Intelligence, Business Analysis, Data Analysis

Product proficiency: PowerBI, Figma, Notion, Postman, MS Excel, Adobe Illustrator, Photoshop, Animate

Professional Skills: Use case documentation, Product testing, User Acceptance Testing, API testing, API Documentation, Project Tracking,

Soft Skills: Stakeholder Communication, Leadership, Cross-functional Team Communication, Business Discussions, Critical Thinking, Emotional Intelligence, Conflict Resolution

Languages: English, Hindi, Tamil