NYU, Columbia, USC are all top universities and your profile has to be good to secure an admission into these universities,

1. GRE - 320+ on the safer side

2. TOEFL - 105+

3. GPA - Be in the top 10% of your class

4. Research - Do as many publications as you can, try to get involved in research activities at college.

5. Internships - I sincerely believe internships play a considerable role! Use your vacation time for internships.

6. Extra Curricular - Present Papers, Attend events such as GSOC, other coding events etc

7. Projects - Do projects during your under graduation, better if they are industry related.

8. Work Experience - An optional factor, but may prove worthy if you work in the R&D of a top product company for a few years.

9. SOP - A very crucial factor, put a lot of time and effort into this and make sure it reflects your motives behind pursuing EE/CE at its best.

10. LORs - Get Letters of Recommendation from research people at college, top management at work (They have to know you!)

Even if you cover all the above points, there is no guarantee that you'd make into one of the universities you have mentioned above. A combination of all these factors come into play when your decision is being made, but these 10 points are a good first step to start with.

I know someone with a 1400+/1600 GRE and made into MIT, UCB, CMU for MS/PhD. He had a stellar profile with consistent 9+ GPA at college, 2 years research in Microsoft R&D and had a couple of patents when he applied. So it's your overall profile that matters.

P.S : A record of back papers may show you in poor light and may hurt your chances.

Hope this answer helps! All the very best!