

ATSI GUPTA

✉ atsig2@illinois.edu [in atsi-gupta](https://www.linkedin.com/in/atsi-gupta) 📞 908.801.9043

Education

University of Illinois at Urbana-Champaign | *Honors James Scholar (GPA 3.86)* Expected: Dec 2025
BS in Computer Engineering a BS in Innovation Leadership Entrepreneurship in Engineering

Coursework: Data Structures, Discrete Structures, Computer Systems & Programming, Linear Algebra with Computational Applications, Analog Signal Processing, Algorithms

Skills

Software: Figma, Sketch, Adobe XD, InVision, HTML/CSS, JavaScript, React, Tailwind, Python, Git

Design: Wireframing, Prototyping, User Research, Usability Testing, Interaction Design, Information Architecture

Experience

Experience in both waterfall and agile frameworks

Haylon Technologies

May 2024 – Present

Front-end Engineer Intern

Edison, NJ

- Designed and implemented intuitive UI components for internal systems from scratch.
- Collaborated with backend developers to integrate user-facing features, essentially working as a full-stack intern.

Mirage — Founder

Oct 2023 – May 2024

Chemical Laboratory Startup

Urbana, IL

- Led market research and user interviews to develop engaging and effective UI for a chemistry lab application.
- Designed gamified interfaces to enhance user engagement and learning experience.

Innovation 200 and Innovation 250 — Teaching Assistant

Aug 2023 – Present

Introduction to Entrepreneurship

Urbana, IL

- Assisted in curriculum development and student assessments.
- Provided guidance on user experience design principles and methodologies.

School Simplified — Chief Academic Officer, Board of Directors

Sep 2020 – 2022

Online Non-Profit

New York

- Implemented an algorithm for effective teacher-student pairing, improving academic outcomes for 700+ students.
- Developed a moderation bot, managing 300+ staff and facilitating 3,000+ volunteer hours.
- [hyperlink](https://discord.onl/school-simplified-student-community/) <https://discord.onl/school-simplified-student-community/>

Projects

Technical Director | [hyperlink https://eohillinois.org/](https://eohillinois.org/)

June – Present

- Led all web-development for a website with over 35,000 users.
- Designed and implemented an interactive website for the University of Illinois's Engineering Open House, featuring dynamic maps, surveys, and exhibit details.
- Created wireframes and prototypes validated by usability testing, resulting in a 30% increase in user engagement during the EOH event.

Parallelized CNN Model with CUDA | *Personal Project*

Jan – May 2024

- Used NVIDIA's CUDA framework with GPU cluster access to implement a CNN model from scratch.
- Leveraged parallel computing optimization paradigms in C to achieve 1000x faster computation than the CPU equivalent.

Audio Controlled Voice Box | *Personal Project*

June – Aug 2023

- Engineered an audio-controlled box, demonstrating development and validation skills through iterative prototyping and hardware-software integration.
- Developed a randomized phrase generator, and validated its performance through hands-on implementation.

Audio and Light Controlled Robotics Car | *Team Project*

July – Sept 2022

- Engineered a car with audio-guided directional changes and light-sensitive speed adjustments.
- Demonstrated effective delegation in engineering audio-controlled features and utilized 3D printing for a modular chassis.

Leadership

UIUC Fizaas (Competitive Collegiate Dance Team)

Jan 2023 – Present

Captain

Urbana, IL

- Raised \$10,000+ (200% YoY increase) through collaborative efforts with finance and fundraising teams.
- Directed 10 DJs, 30 dancers, and a 12-member board, demonstrating organizational and team management skills.
- Led cross-functional teams (Finance, Fundraising, Logistics, Production, and Tech) problem-solving and ensuring deadlines and project milestones were met.