

# Deepika Gupta

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## Profile

Business-oriented engineering undergraduate with strong analytical thinking, structured problem-solving, and leadership experience. Hands-on experience with market research, strategic planning, stakeholder coordination, and customer-centric product research through academic projects and hackathon experience. Strong exposure to product-based problem solving, requirement gathering, solution mapping, and data analysis. Experienced in leading teams, cross-functional collaboration and delivering structured insights.

## Education

**B.Tech. in Electronics and Communication Engineering**, Vellore Institute of Technology

Sep 2022 – May 2026 | CGPA 8.75/10

## Skills

**Data & Tools:** Microsoft Office (PowerPoint, Word, Excel), Google Workspace, Canva, Figma, SQL, Python, Firebase

**Business & Strategy Skills:** Strategic Roadmap Planning Support, Requirement Gathering & Solution Mapping, Stakeholder Communication, Market Research & Competitive Analysis, Cross-Functional Collaboration, Prototyping, Documentation & Presentation

**Soft Skills:** Communication, Adaptability, Detail-Oriented, Teamwork, Time Management, Structured Thinking, Problem-Solving

## Internship

**Project Trainee, TVS Motor Company**

May 2025 – Jul 2025 | Bengaluru, KA

- Collaborated across cross-functional teams within the New Product Development unit of the EV Research & Development division.
- Gained exposure to validation processes, automotive R&D workflows, and coordination between design and execution teams.
- Benchmarked the layout design of a high-frequency power electronic circuit and studied reference designs & datasheets from suppliers.
- Documented the inferences, summarised technical findings into clear insights and discussed them with the senior engineers for validation.

## Projects

**Spool: Circular Economy Market Entry Strategy & Model,**

Jan 2023 – Feb 2023

Ranked 4th among the top 50 teams.

- Identified user and market gaps in fast-fashion waste management and conceptualised a solution using a circular-economy approach.
- Conducted structured market research and competitive benchmarking to identify strategic positioning opportunities.
- Developed a detailed market-entry and revenue strategy based on customer segmentation, pricing sensitivity, and operational feasibility.
- Analysed unit economics and scalability to assess long-term sustainability.
- Presented strategic recommendations through structured reports and pitch presentations.

**Methods Used: Business Strategy, Market Research, Competitor Analysis, Business Model Development**

**InWaster: Incentive-Driven Waste Management Solution**

Jan 2024 – Mar 2024

- Conceptualised an end-to-end solution focused on behavioural adoption and operational feasibility around waste segregation and management.
- Designed an incentive-driven credit-based engagement model aligned with user motivation and participation metrics.
- Analysed adoption challenges and recommended structured improvements to enhance engagement and scalability.
- Defined the system product workflow and operational processes for deployment planning and documented the whole system.

**Methods Used: Conceptualisation, User & Market Research, Incentive Modelling, Documentation**

**MargaRakshak: Real-Time Road Safety Solution**

Oct 2024 – Nov 2024

- Discovered gaps in existing road-safety solutions with a focus on real-time risk awareness by analysing accident data trends and risk factors.
- Translated user pain points into structured requirements and actionable workflows.
- Defined the product workflow, user journey, and system response logic for timely alerts to ensure a simple and safe experience for end users.
- Prepared structured presentations and documentation to communicate insights clearly.

**Methods Used: Reviewing Existing Solutions, Understanding Customer Pain Points, Product Requirement Definition**

## Leadership Roles

**Assistant Technical Secretary**, Student Council, VIT (AY2023-24)

- Facilitated operations for 40+ technical clubs, developed Standard Operating Procedures (SOPs), and tracked progress.
- Acted as a central point of communication across multiple stakeholders, student leaders, faculty advisors, and core committees.
- Prepared and formulated structured updates, reports, and documentation to ensure clarity and alignment across teams.

**Program Representative**, SEEE Department, VIT (AY2023-24)

- Served as a liaison between faculty and 150+ students, addressing academic and administrative concerns.
- Coordinated departmental activities by aligning schedules, responsibilities, and communication across teams.
- Hosted the National Symposium 2025 for 300+ participants, handling end-to-end planning, logistics, and on-ground execution.
- Gathered feedback, clarified expectations, and ensured concerns were translated into actionable outcomes.

**Student Coordinator**, VITronix Club, VIT (AY2023-24)

- Led and coordinated a cross-functional student team, ensuring structured planning and smooth execution of club activities.
- Managed communication and alignment with faculty advisors and stakeholders to streamline approvals and event execution.
- Spearheaded the recruitment process, designing a structured onboarding to strengthen team capacity and continuity.
- Successfully planned and executed multiple technical workshops and events, increasing overall club engagement by 200%.
- Developed strong skills in event operations, stakeholder management, team leadership, and execution under deadlines.