JAY TANDIA (IIT Kharagpur)

jaytandia50@gmail.com ☎ +91 7470587988

EDUCATION

B.Tech + M.Tech (Dual Degree) in **Biotechnology and Biochemical Engineering**
Micro Specialization: Entrepreneurship and Innovation   2021 – 2026
Indian Institute of Technology, Kharagpur   CGPA: 7.67/10

EXPERIENCE

Product Design Intern | StoreNextDoor Pvt. Ltd.   **Aug '23 - Dec '23**
Designed a platform for a Canadian startup, enabling seamless listing and renting of spaces for diverse storage needs.
- Boosted user sign-ups by 20% and user engagement by 30% through designing a user-friendly website and conducting UX research.
- Collaborated with tech team and applied insights from 8+ rental websites to launch the site with 98% uptime and 15% faster load times.
- Drove a 50% monthly growth in active users by delivering UI/UX solutions that improved user retention and satisfaction.

UI/UX Design Intern | Fero Pvt. Ltd.   **Oct '22 - Mar '23**
Designed a mobile app connecting drivers with users for intercity item transportation, optimizing logistics and user convenience.
- Conducted user research and designed wireframes, boosting user engagement by 25% through insights and improved user flows.
- Collaborated with cross-functional product teams to align UI/UX, reducing onboarding time by 30% and enhancing user experience.
- Designed visually appealing, user-friendly interfaces for B2B and B2C apps, increasing user satisfaction by 35% with design solutions.
- Delivered impactful, innovative UI/UX solutions, increasing conversions by 20% and contributing to securing funding for the startup.

ENTREPRENEURIAL EXPERIENCE

Founder | Web Design Agency   **Apr '23 - Nov '23**
- Successfully generated INR 230K in revenue by delivering innovative, high-quality web and app design solutions to satisfied clients.
- Led team of 3 interns to deliver 6 successful web and app design projects across industries like Crypto, SaaS, Mental health and Logistics.
- Gained experience managing interns, building strong client relationships, streamlining workflows, and ensuring timely project deliveries.

Founding Member, Product and Design Head | Rogan   **Dec '21 - Dec '22**
SaaS-enabled marketplace helping small and medium salons with digitization, automation, lead generation, and digital marketing solutions
- Generated INR 120K revenue from bookings; served 210+ stylists, 85 salons, and 3000+ customers; secured funding from 4 incubators
- Increased 12% monthly bookings by revamping UI/UX, benchmarking offerings of 15 competitors, and conducting 80+ customer surveys
- Boosted traffic by 25% through strategic cross-promotions with 48 complementary businesses in Ahmedabad and onboarded 20 stylists
- Drove a 20% boost in operational efficiency by crafting an incentivization policy and salon pitching structure of the BizDev department

POSITIONS OF RESPONSIBILITY

Student Mentor | Student Welfare Group | IIT Kharagpur   **Sep '22 - Present**
- Designated as the student mentor for 5 students under the purview of the Dean of Student Affairs to provide vital guidance and support to freshmen
- Organized numerous meetings and sessions to motivate, guide, and help the students gain a broader and field-ready perspective to pursue their dreams

Student Leader | NSO Health and Fitness Unit 10 | IIT Kharagpur   **Apr '21 - Jul '21**
Led a group of 70+ students for the Health and Fitness Activities
- Maintained all the records of 70+ students and co-ordinated with the professor and for smooth conduction of classes in online semester

COMPETITIONS AND HACKATHONS

Voyagehack 2.0 | TBO.com   **Jan '25**
- Achieved Top 5 position among 30,000 participants, recognized as one of the winners at the national level and was invited to the company office for a final presentation. Led my team to develop a one-stop platform for travellers, contributing as a UI/UX designer and developer.

ProduScope Product Case Study | IIT Guwahati   **Aug '24**
- Worked on PS to develop a central platform for college students to discover educational institutions and access loan opportunities, after researching 8+ existing websites and businesses.

Finnovate Hack 2024 | IIT Gandhinagar   **July '24**
Selected among the top 50 students to attend the on-campus Finnovate Hackathon, organized with RBI, IIM A Ventures, and GIFT City.
- Led a team of four to develop a fintech prototype in 36 hours, securing 4th place and RBI panel appreciation for the solution.

Extra Curricular Activities

- **Social Cultural**
    - Contributed to the post-production team of Rajendra Prasad Hall of Residence short filmmaking in GC, enhancing editing and visuals.
    - Contributed to the gold-winning Illumination team of Rajendra Prasad Hall during Diwali 2022, creating intricate and impactful artwork.
- **Volunteer Experience**
    - Raised funds for Muskurahat Foundation for children's education in 11 shelter homes, 3 community centers, and 5 villages
    - Organized an 8-day training camp at PM SHRI KV No.1 IIT Kharagpur; volunteered in campaigns to uplift local artisans