

DIVYA PAREKH

San Francisco Bay Area, CA | +1(669) 338 – 9524 | dparekh@scu.edu | linkedin.com/in/parekhdivya

Graduate student at Santa Clara University, pursuing an MS in Information Systems. Over 3 years of experience in product teams in India. Skilled in cloud platform technologies, AI, and launching user-centric products. Undertook a practicum at Amazon Web Services, focused on Generative Artificial Intelligence (Gen AI) using AWS services. Currently, interning at Equinix in the product software team, gaining hands-on experience in driving automation within network orchestration.

EDUCATION

Santa Clara University, USA
Masters of Science in Information Systems – GPA 3.9 [Sep 2024 – June 2026]

- Course Work – Java Programming, Data Analytics with Python, SQL, Database Analysis and Design, Software Project Management, System Analysis & Design, Financial Accounting, Strategy and Management, Cloud Computing, and Artificial Intelligence
- Recognized on the Dean’s List for earning a 4.0 GPA in the Winter term

Nagpur University, India
Bachelor of Business Administration (BBA) [Aug 2010 – May 2013]

TECHNICAL SKILLS

Programming Languages: Java, Spring Boot, Python (NumPy, Pandas, Matplotlib, Seaborn, Scikit-learn), SQL
Developer & Analytics Tools: IntelliJ, Git, GitHub, Jupyter Notebook, Tableau, Power BI, Excel, Postman
API Technologies: RESTful APIs
Product & Project Management Tools: Jira, Confluence, Lucid, ProductPlan, Figma, SurveyMonkey, MS Office, G Suite
Methodologies: Agile Methodologies
Database: MySQL
Data Science: Data Wrangling, Data Mining, Visualization, Classification, Regression, Clustering
Cloud & Compute: EC2, ECS, EKS, Lambda Function, CloudFormation, S3, IAM, Amazon OpenSearch, Docker, Kubernetes, Kafka
Generative AI – AWS Services: Amazon Lex, Amazon Bedrock, Amazon Titan, Amazon Q

PROFESSIONAL EXPERIENCE

Product Software Intern at Equinix, California [June 2025 - Present]

Equinix is a digital infrastructure company that provides data center services for companies, businesses, and organizations.

- Gaining hands-on experience in **driving automation within network orchestration**, contributing to the development of automation tools and reporting systems that support virtual network devices within **cloud-based orchestration platforms**.
- Applying **Generative AI** to reduce support call volume by developing an AWS-powered **chatbot solution** using services like Amazon Bedrock and Lex for intelligent, self-service support.

AI Intern at Amazon Web Services (AWS), California [Jan 2025 – May 2025]

Cloud computing provider offering scalable solutions for storage, computing, and AI-driven services

Practicum Project - Build a Generative AI-Powered FinOps Chatbot

- Focused on optimizing cloud spend management** by improving financial governance and simplifying real-time answers for users.
- Performed **data cleaning and feature engineering** to prepare structured, query-ready datasets for consumption by the Generative AI pipeline.
- Tested multiple foundation models (LLMs)** to evaluate accuracy and performance, selected the best-fit model, and securely connected AWS cloud spend data to generate contextual responses using retrieval-augmented generation (**RAG**). Built the **conversational AI** to deliver accurate and **natural language responses**.
- Coded and deployed a Lambda function** to connect LLMs with the chatbot, and **launched a user-facing web UI** via AWS CloudFormation for secure and scalable access.

Major AWS Services Involved: Amazon Lex, Amazon Bedrock, CloudFormation, S3, Amazon Titan, OpenSearch, Amazon Q, Lambda Function

Product Manager Intern at Biraj Investments, Menlo Park, California [June 2024 – Aug 2024]

Subsidiary Co. - FlyFi App: A SaaS-based platform providing all-in-one solutions for efficient travel arrangements and connectivity

- Conducted market research and analysis** to identify feature opportunities; created **user stories** and **acceptance criteria**, ensuring stakeholder alignment and shared product vision.
- Developed product positioning and implemented go-to-market strategies**, which successfully differentiated the features in the market, resulting in a 25% increase in user engagement over the first three months after the feature’s launch.
- Drove iterative product improvement initiatives**, utilizing user feedback and analytics to drive enhancements that boosted user retention by 20%.

Product Manager Associate at Nykaa, Mumbai, India [May 2021 – April 2022]

Nykaa features in the prestigious TIME100 Most Influential Companies List

- Managed the product roadmap, backlog, and Product Requirement documentation** for the seller portal, driving **feature prioritization** and converting requirements into **user stories with acceptance criteria**. This led to an 18% increase in active seller engagement.
- Enhanced seller portal functionality through analysis** of user feedback, business needs, streamlining workflows, and implementing data-driven insights, resulting in increased seller satisfaction and a 10% reduction in support tickets.

Product Analyst at The Planning Lab, Nagpur, India [June 2020 – May 2021]

Provides services to SMBs, focused on making companies productive and profitable

- Designed and implemented dashboards in Tableau** to provide real-time performance metrics, reducing data reporting time by 30%.
- Supported product lifecycle management** by analyzing user feedback and performance to improve feature adoption by 10% and enhance product performance.

Retail Planner at Reliance Brands Limited, Mumbai, India [May 2018 – May 2020]

Reliance Industries ranks in the Fortune Global 100 list of the world's biggest corporations

Managed 2 formats, The White Crow (TWC) and The Tank.

- Built Tableau **dashboards to track performance metrics**, uncover insights, and support data-driven decisions.
- Played a pivotal role in the development of software solutions** related to customer experience and business operations for the new high-tech format that required liaison across product and project departments, resulting in a 12% increase in operational efficiency and a 7% boost in customer satisfaction.

ACADEMIC PROJECTS

Santa Clara University – MSIS

Data Analytics w/ Python [Oct 2024 – Dec 2024]

- Applied data wrangling, visualization, and machine learning (classification, regression, clustering) using Python libraries: NumPy, Pandas, Matplotlib, Seaborn, Scikit Learn on real-world datasets.

Software Project Management [Jan 2025 – Mar 2025]

- Contributing to the end-to-end development of a habit tracker platform, covering SDLC phases: requirements, planning, architecture, implementation, testing, and release.

Database Analysis & Design [Apr 2025 - May 2025]

- Developed an ER diagram and normalized relational schema (EER) for a business case, ensuring efficient data organization and integrity.

System Analysis & Design [Apr 2025 - June 2025]

- Designed and documented a system solution by gathering requirements, modeling workflows, and applying UML diagrams to define architecture and business logic.