Pratiba Karthikeyan

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EDUCATION

The University of Texas at Dallas　　　　　　　　　　　　　　　　　　　　　　　　August 2024 - Present
Master of Science, Business Analytics and Artificial Intelligence (STEM)
　　Coursework: Business Analytics with R, Advanced Statistics for data science, DB Foundations for BA, Predictive Analytics for Data Science.

Sri Venkateswara College of Engineering, Affiliated to Anna University, India　　　　August 2018 - July 2022
Bachelor of Engineering, Computer Science Engineering
　　Coursework: Data Structures, Advanced OOP (Java), C, C++, Data Mining & Warehousing, Intro to AI, ML Techniques, Python, Data Analytics.

SKILLS

Programming Languages: Python, R, SQL, JavaScript,C++

Software: Azure cloud services, DevOps, SAP, Salesforce, ServiceNow, Jira,

Tools: AWS, Power BI, Tableau, MS Excel

Certifications: Certified System Administrator

PROFESSIONAL EXPERIENCE

Regulus Soft Solutions Pvt. Ltd, India, Consultant-IT　　　　　　　　　　　　　　October 2023 - May 2024
- Designed and implemented automated workflows using Salesforce Process Builder, Flow, and custom Apex scripts, minimizing errors.
- Ensured seamless integration with existing IT systems using APIs and middleware tools like MuleSoft and Dell Boomi, reducing system downtime. Improved operational efficiency by streamlining data entry processes and automating customer follow-ups.
- Automated manual processes, saving 15+ hours per week, and building custom dashboards for real-time reporting, enabling data-driven decision-making and increasing client satisfaction scores.

Ramboll India Pvt. Ltd, India, Developer　　　　　　　　　　　　　　　　　August 2022 - September 2023
- Led the end-to-end upgrade of ServiceNow from Tokyo to Utah, resolving critical issues and improving platform performance by 40%, which enhanced user satisfaction.
- Optimized health scan processes by updating plugins & mid-servers, removing duplicates, streamlined UI policies and client scripts and implemented scheduled jobs, achieving a 20% improvement in accuracy and reducing scan time.
- Developed custom scripts to automate repetitive tasks, saving 20+ hours per month for the IT team. Designed and implemented catalog items and record producers to enable employees to create and submit service tickets efficiently, reducing the ticket creation time and improving user satisfaction.
- Developed & automated notifications to alert specific teams about ticket assignments, SLA breaches, or critical updates, ensuring timely responses and reducing resolution time.

The Sparks Foundation, Singapore, Intern　　　　　　　　　　　　　　　　　February 2021 - March 2021
- Designed and developed a payment gateway integration website using HTML, CSS, JavaScript, and PHP, which processed 200+ transactions with 100% accuracy, during the testing phase.
- Achieved high customer satisfaction rate by conducting rigorous testing to identify and resolve bugs, ensuring a seamless user experience.
- Presented the project to a panel of end users and senior developers, receiving positive feedback for innovation and execution.

Kaashiv Infotech, India, Intern　　　　　　　　　　　　　　　　　　　　　　　July 2019
- Improved client engagement by building a fully functional website using .NET, integrating front-end design with back-end logic.
- Optimized code, reducing page load time by 40% and enhancing overall website performance.
- Exceeded expectations and strengthened client trust by coordinating a small dev team on a startup project (website update); prioritized the backlog, time-boxed execution, and delivered 3 days before the scheduled timeline.

ACADEMIC PROJECT EXPERIENCE

Classification of Malicious URLs Using Machine Learning　　　　　　　　　　　January 2022 - June 2022
- Achieved 99.7% accuracy in building a Random Forest pipeline (Python, NumPy, scikit-learn, OpenCV, scikit-image) with hyperparameter tuning to classify malicious URLs.
- Engineered lexical/host features, ran train/validation/test evaluation, and delivered confusion matrix + error analysis with remediation notes.
- Added feature importance to explain model decisions and highlight high-signal URL attributes for end users.

Mask R-CNN Based Instance Segmentation　　　　　　　　　　　　　　　October 2021 - December 2021
- Improved object detection accuracy by 25% and enabled pixel-level labeling for input images and detecting anomaly activities. Used TensorFlow frameworks to implement the Mask R-CNN model for segmentation tasks.
- Trained in Google Colab (GPU) with checkpointing to Drive and built visual QA overlays to quickly spot false positives/negatives and improved speed iteration.
- Fine-tuned on project dataset and applied Albumentations (scale/flip/brightness) to reduce overfitting; documented training/eval and deployment considerations.