PRAKRUTHI MAVINAKATTI

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EDUCATION

Duke University, Durham, NC　　　　　　　　　　　　　　　　**August 2023 - December 2024**
Master Of Engineering Management　　　　　　　　　　　　　　　　　　　　　　　GPA:3.33/4
Courses: Marketing, Finance, Competitive Strategy, Human-Centred design, Management in High-tech industries, Intellectual Property and Business Law

KLE Technological University, Hubli, India　　　　　　　　　　　　　**August 2017 - June 2021**
Bachelor Of Engineering in Electrical and Electronics　　　　　　　　　　　　　　　　GPA:3.57/4

SKILLS

Technical: SQL| Python| Data Analysis| MS Excel| Microsoft Power BI| Statistics | ChatGPT | Figma| Miro
Business: Scrum| Agile| SDLC |User Stories| Slack | Jira| Qualtrics | SurveyMonkey |Trello | Communication
Relevant Skills: Product Management| Empathy| Market Research| Market Segmentation | Product Road Map | User Journey Map | User Flow | Product life cycle | Value Proposition | Leadership | Prioritization | Cross-team Collaboration | Planning |Customer Personas| A/B Testing| Primary & Secondary Research | Competitive analysis

PROJECTS

- **OneCart multi-store online shopping: Product Case Study**　　　　　　　　　**GitHub Link**
  Developed a case study for a self-created OneCart application where users can order items from multiple stores ranging from restaurants to supermarkets with a single payment and individual order tracking.
- **Netflix streaming platform: Product Feature Recommendations**　　　　　　　**GitHub Link**
  Analysed user preferences and pain points to come up with product feature recommendations for Netflix.
- **Marketing Case Studies: Marketing Strategy Formation, Frameworks, Go-to-market Strategy**　**GitHub Link**
  Conducted case study analyses for marketing coursework, exploring market segmentation, and brand positioning strategies.
- **Competitive Strategy Case Studies: STEEP factors, Strategy palette, Competitive landscape, Frameworks**　**GitHub Link**
  Explored industry dynamics and strategy palette through case studies in competitive strategy coursework, evaluating strategy frameworks and envisioned the company's future by 2030.
- **Exploratory Data Analysis: Sales Data**　　　　　　　　　　　　　　　　**GitHub Link**
  Performed Analysis to identify customer characteristics and buying patterns.

WORK EXPERIENCE

User Researcher and Designer |Samaritan Health Center (Durham,NC)　　　**October 2023 -Present**
- Streamlined 30+ user interviews to understand the crucial pain points of patients and visited hospitals for observations with assistance from doctors and respective staff.
- Developed an internal marketing campaign to aware the patients and volunteers about SHC services leading to a 20% increase in page views, and total subscribers. Presently, working on improving the user experience of the website.

Programmer Analyst | Cognizant Technology Solutions (Bangalore, India)　　**October 2021 - July 2023**
- Conducted in-depth market research and analysis, identifying emerging trends that directly influenced product strategy, contributing to a 25% increase in market share.
- Spearheaded the exploration of product improvements by gathering and analyzing large quantities of customer feedback data, leading to the successful launch of a subscription service capturing an additional 20% of the target segment within two years.
- Championed user-centric design principles, collaborating with the UX/UI team to refine product concepts based on user feedback, resulting in a 30% improvement in user satisfaction scores.
- Enhanced product reliability by coordinating user acceptance testing (UAT) and quality assurance processes, ensuring a 15% decrease in post-launch issues.
- Analyzed key performance indicators (KPIs) to measure product success, providing actionable insights that led to a 15% increase in conversion rates and revenue.

Project Intern |TVS Motor Company (Mysore, India)　　　　　　　　　　**February 2021 - July 2021**
- Enhanced the traceability process of NTORQ and Moped engines to trace and collect details about engine components ensuring a 30% reduction in default engines and 40% efficiency in the engine component details accuracy.
- Conducted product research about two-wheeler electric scooters focusing on customer needs and vehicle efficiency leading to the launch of the iQube 2022 model and cutting off production by 30% of old non-electric models.

LEADERSHIP EXPERIENCE

Resident Assistant, Duke University　　　　　　　　　　　　　　　　**August 2023 – Present**
- Established a diverse community of 24 freshman undergraduate students and organized **community-building** programs for 150+ students increasing satisfaction rate by 25%.
- Designed Qualtrics surveys to get feedback on 500 students' experience at the campus for improvements.

Student Executive, KLE Technological University　　　　　　　　　　**August 2018-December 2020**
- Organized and managed 10+ professional workshops and cultural events for 1000+ undergraduate students boosting participation rate by 30%.