

# Reeti Chopra

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## Summary

### B.Tech (CSE) | Aspiring Product Intern

Analytical problem-solver with a strong foundation in **Full-Stack Development (MERN)** and **Data Security**. Proven track record in building user-centric health-tech platforms (**Ovawell**) and leading cross-functional teams to boost engagement by **25%**. Passionate about leveraging data-driven insights to optimize user funnels and drive product growth at **Traya**.

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## Experience

### Data Science Club, VIT Bhopal | Lead Member – Content | Apr 2023 – Jun 2025

- **Product Communication:** Orchestrated end-to-end content strategy for the club website and events, translating complex technical concepts for an audience of 500+ users.
- **UX Collaboration:** Partnered with Design and Tech teams to optimize website UI/UX, achieving a **25% improvement in reader engagement** through streamlined navigation.
- **Stakeholder Management:** Standardized the club's "voice" across platforms, ensuring technical accuracy and consistent messaging.

### Semantic Cybernetics LLP | Sales Intern | May 2024 – Jun 2024

- **Customer Discovery:** Engaged with 20+ potential customers to identify core pain points, translating qualitative feedback into actionable insights for the product roadmap.
- **Market Analysis:** Analyzed competitor offerings to refine the product's value proposition and positioning in the D2C market.

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## Projects

### Ovawell – Holistic PCOD Health & Wellness Platform | [Link]

- **Product Strategy:** Architected a "one-stop" health ecosystem with 170+ curated wellness assets, driving a **20% increase in user engagement**.
- **Feature Innovation:** Conceptualized and deployed a **90% accurate Period Tracker** and a personalized recommendation engine to bridge the gap between diagnosis and commerce.
- **UX Optimization:** Led a MERN-stack redesign of 7 critical UI components, specifically targeting the reduction of user drop-off during health assessments.

### Deepfake Detection Website | [Link]

- **Full-Stack Implementation:** Built an ML-driven application to verify digital media with **90% accuracy**, reducing manual verification time by **85%**.

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## Skills

- **Product:** Figma (Prototyping), User Research, Wireframing, PRD Documentation, Funnel Optimization.
- **Tech:** React.js, Node.js, Express.js, MongoDB, SQL, Python, Java.
- **Analysis:** BeautifulSoup (Web Scraping), Splunk, Postman, Google Dorking.