

Shruti Appiah

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SKILLS

Product

Go-to-market strategy, business model development, market research, roadmaps, PMF, problem/solution fit

Programming

C++, Go, Solidity, Javascript, Node.js, SQL, Python (Scikit)

Design

User-centered design, qualitative/quantitative customer research, usability, DFA/DFM, design optimization

Web

HTML/CSS, D3, AngularJS, Bootstrap, jQuery, Google Analytics & SEO.

Emerging Technologies

Blockchain, Ethereum, Machine Learning

EDUCATION

University of Waterloo

Systems Design Engineering, Graduating in 2018

ACTIVITIES

President & Founder

Wine n Learn, NYC
Educational tech talk series

Co-President

Ethereum Waterloo
For Blockchain enthusiasts

Winner

Hack the North,
Canada's largest hackathon

Presenter & Contributor

Enterprise Ethereum
Secret thought leaders' group

Presenter & Contributor

IBM User Group Conference,
New York

WORK EXPERIENCE

Consensys | Product Manager & Strategist

New York City, USA | Fall 2016

- Led a **product team** and drove execution for Consensys' organizational incentivization project.
- Coached 3 blockchain ventures in Consensys into attaining their **product/market fit**.
- Worked with the Chief Strategy Officer to devise a scientific method for **venture evaluation**.
- Increased Consensys' resource allocation efficiency by 60%.
- Developed a **Product Playbook** for turning ideas into independent ventures and scale.
- Engineered smart contracts on Solidity for a decentralized **digital governance** system.

IBM | Cloud Software Developer

Ontario, Canada | Winter 2016

- Managed the IBM Bluemix services dashboard used by IBM executives, built key components.
- Crunched financial data, developed metrics, and created **data visualizations** for Bluemix.
- Designed and **prototyped dashboard components** using Go, node.js, and Angular.

Crum & Forster | Systems Integration Engineer

Greater NYC Area, USA | Summer 2015

- Performed **data integration** by creating ETL data flows for business intelligence.
- Integrated and managed pub/sub flows across **distributed systems** and applications.

Evertz Microsystems | Software Engineer

Ontario, Canada | Fall 2014

- Built and **automated** the workflow processes for **On-Demand streaming media**.
- Presented final product to clients with an interactive demo.

Infosys | Data Visualizations Designer

Bangalore, India | Winter 2014

- Owned, designed, and developed an **interactive data visualizations dashboard**.
- Spatially optimized **user-customizable charts** to present complex datasets.

KnowUs | Co-Founder

Greater NYC Area, USA | 2015

- Envisioned **product implementation strategy**. Managed project, team, and timelines.
- Created user flows, defined product's functional requirements, and laid out data flow diagrams.
- **Digitally marketed** and brought in 200+ visitors to our website within 2 weeks.
- KnowUs is a personal assistant that analyses conversations to identify underlying sentiment, and gains personality insights. Use cases in HR and Fintech. Visit knowus.io
- Tech used: IBM Watson | D3 | Python | Natural Language Processing

PROJECTS

WatsonMarket

Product Person

- Planned features, developed value proposition. Designed iOS UI.
- Marketed product, brought in \$43k+ in IBM Watson crowd-funding.

Integrate

Systems Designer

IBM DevWorks

- A light-weight and adaptable system-architecture workflow for integrating applications and managing data transformations.
- Presented project at IBM Annual User Group Conference, NYC.

RELEVANT COURSES

Machine Intelligence | Complex Systems | Design Optimization | Microeconomics | Statistics
Algorithms Human | Factors in Design | Systems Models | Business, Entrepreneurship & Tech