

Swetaa Suresh

University of Waterloo • 3rd Year Management Engineering

swetaa.suresh@uwaterloo.ca | swetaasuresh.me | linkedin.com/in/swetaasuresh | github.com/swetaa23 | (647) 248-9947

SKILLS

Toolkit	Figma, Adobe XD, Salesforce, Git, Elementor, Wordpress, Jira, Trello
Languages / Frameworks	Java, Python, SQL, R, React, Node.js, VBA
Courses	Intro to Optimization, Operations Planning, Intro to Machine Learning

EXPERIENCE

Wind River Studio • Product Intern

Sept 2022 – Dec 2022

Figma, Jira, Google Analytics, Confluence, Navattic

- Built a [launch plan](#) for product updates on an embedded OS used by Dell, NASA, Google and more
- Designed interactive web demos for new features that led to a [27%](#) increase in conversion
- Managed [product roadmap](#) for feature launch to meet key stakeholder expectations
- Published a blog about the competitive analysis of Wind River Linux Distro with [1k+](#) viewers

IBI Group • Product Management and Marketing Intern

Jan 2022 – Apr 2022

Salesforce, Adobe XD, Pardot, Google Analytics

- Ideated and prototyped an [interactive user interface](#) for a floorplan building feature in a workplace management solution using Adobe XD
- Demonstrated product features in promotional videos leading to a [14%](#) increase in conversion
- Deployed an email nurture campaign which has attributed to [\\$70k](#) in revenue over 3 weeks

Operation Groundswell • Digital Product Marketing Intern

May 2021 – Aug 2021

Google Analytics, Elementor, Wordpress, Canva

- Designed and launched marketing campaigns to increase user engagement by [30%](#)
- Led interface audits and remodelled the website to improve user experience using Elementor
- Enrolled [80 new participants](#) generating [\\$20k](#) by producing media content for program launch

PROJECTS

Netflix Rewind • Chrome extension for revisiting moments spent on Netflix • 🌐

Figma, HTML, CSS, JavaScript, Netflix API

- Self-taught Figma to design a [visual dashboarding experience](#), inspired by Spotify Wrapped, that visualizes a user's Netflix activity summary in a year
- Led [user interviews](#) to effectively prioritize implementation of features such as binged shows
- Developed the chrome extension and deployed to the Chrome Web Store with [400+ users](#)

EDUCATION

University of Waterloo, BAsC – Management Engineering

2020 - 2025

Academic Representative • 5 Consecutive Terms

AWARDS

Neighborhood Hacks Winner • Best Domain from Domain.com

2021

Microsoft Women in Technology Scholarship • Outstanding Student in Engineering

2020

INTERESTS

Motorsport, Soccer, Learning Foreign Languages, Dance