Swetaa Suresh

University of Waterloo • 3rd Year Management Engineering

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SKILLS

Toolkit	Figma, Adobe XD, Salesforce, Git, Elementor, Wordpress, Jira, Trello
Languages / Frameworks	Java, Python, SQL, R, React, Node.js, VBA
Courses	Simulation Analysis & Design, Human Computer Interaction, Search Engines

EXPERIENCE

Wind River Studio

Product Management Intern – Development Environment   May 2023 – Aug 2023

Jira, Confluence, Google Test, Coverity, Artifactory

- Led end-to-end product development lifecycle by spearheading user story creation, conducting user surveys, fostering UX design collaboration, and facilitating developer coordination to deliver user-centric features
- Drove product vision and strategy, formulating product requirements and prioritizing features based on business value and stakeholder feedback to optimize resources and reduce costs by 15%
- Designed product demo for external and internal audiences communicating value propositions
- Conducted customer and stakeholder interviews to gather insights for data-driven product enhancements

Wind River Studio

Product Go-To-Market Intern   Sept 2022 – Dec 2022

Figma, Jira, Google Analytics, Confluence, Navattic

- Built a launch plan for product updates on an embedded OS used by NASA, Boeing, Aptiv and more
- Designed interactive web demos for new features that led to a 27% increase in conversion
- Updated website to improve user experience resulting in a 15% increase in viewer retention

IBI Group • *Product Management and Marketing Intern*   Jan 2022 – Apr 2022

Salesforce, Adobe XD, Pardot, Google Analytics

- Prototyped an interactive user interface for a floorplan building feature in a workplace management solution
- Demonstrated product features in promotional videos leading to a 14% increase in conversion

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 remodeled the website to improve user experience using Elementor

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 500+ users

EDUCATION

University of Waterloo, BASc – Management Engineering   2020 - 2025

Academic Representative • 6 Consecutive Terms

AWARDS

Neighborhood Hacks Winner • Best Domain from Domain.com   2021

Microsoft Women in Technology Scholarship • Outstanding Student in Engineering   2020