Swetaa Suresh

University of Waterloo • 3rd Year Management Engineering

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EXPERIENCE

Wind River Studio • Product GTM Intern   Sept 2022 – Dec 2022
Navattic, Figma, Jira, Google Analytics
- Built a launch plan for product updates on an embedded OS used by Dell, NASA and more
- Designed interactive feature demos for new features that led to a 27% increase in conversion
- Published a blog about the competitive analysis of Wind River Linux Distro with 50+ viewers
- 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
- 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 remodeled 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 300+ users

EDUCATION

University of Waterloo, BASc of Applied Science – Management Engineering   2020 - 2025
Academic Representative • 5 Consecutive Terms

SKILLS

Toolkit	Figma, Adobe XD, Salesforce, Git, Elementor, Wordpress, Jira
Languages / Frameworks	Java, R, Python, SQL, React, Node.js, VBA

AWARDS

Neighborhood Hacks Winner • Best Domain from Domain.com   2021
Microsoft Women in Technology Scholarship • Outstanding Student in Engineering   2020