

## LAJJA SHAH

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Business and computer science student with high GPA and desire to get into product management, software engineering, and consulting. Demonstrated leadership, technical and communication skills, able to work with all levels of people to achieve objectives. Strong organizational and time management skills, able to work under pressure and meet established deadlines.

### EDUCATION

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#### San Francisco State University

San Francisco, CA

Major: Business Administration & Computer Science

GPA: 3.93/4.0, Dean's List, Fall 2021

**Relevant Courses:** Business Finance, Business Statistics, Business Policy & Strategy Management, Consumer Behavior, International Environmental Analysis, International Business Negotiation, Economic Development, Java, Probability, Calculus

### PROFESSIONAL EXPERIENCE

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#### Design Sprint

San Francisco, CA

#### Product Manager

Feb 2022 – Mar 2022

- Identify the customer need, problem we are solving and the larger business objectives that our product will fulfill
- Set the goals for this week-long sprint where I managed a team of 8 people and helped them achieve our product vision

#### Urban Angels

San Francisco, CA

#### Product & Business Intern

Sep 2021 – Dec 2021

- Develop competitive product and market analysis on non-profit businesses in Bay Area
- Collaborate with 10+ internal/external stakeholders (other non-profits and businesses) to understand current user experiences
- Develop innovative product solutions through user testing and iterative prototyping
- Reach out to local news channels to create more awareness about Urban Angels

#### Lubean Co.

San Francisco, CA

#### Co-Founder

Sep 2020- Present

- Develop business & market strategies to make this brand disruptive and create more awareness about it
- Won the pitch competition at SF State & received funding to invest and grow our business

#### Seedstages

San Francisco, CA

#### Strategy & Product Intern

Oct 2020 – Jan 2021

- Identified customer issues through data analysis, customer insights & research; tracked customer behavior patterns using click-through rates and abandonment
- Tracked social media sites and followed internet forums to interact with consumers and get feedback on product.
- Collaborate with cross-functional teams to update Seedstages mobile application for a more unified & seamless experience

#### San Francisco State University

San Francisco, CA

#### Senior Teacher Assistant

Aug 2019-Aug 2020

- Assisted IBUS 620 course professor by grading assignments, making exams & providing immediate feedback to 100+ students

#### OYO

San Francisco, CA

#### Product and Software Engineer Intern

Jun 2019 – Aug 2019

- Analyze 500+ potential clients who were renting out their home, developing a database of 100+ homeowners in India
- Implemented a map-based data visualization tool using Java to enable more effective data analysis for homeowners in India.
- Use SQL to create a database of all homeowners and Google Analytics to target potential clients

### LEADERSHIP EXPERIENCE & COMMUNITY INVOLVEMENT

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#### Birdseye Publication, San Francisco State University

San Francisco, CA

#### President & Founder.

Jan 2021-Present

- Lead a team of 20 other students to publish more than 14+ articles on entrepreneurs & have more than 5000+ readers

#### General Business Org, San Francisco State University

San Francisco, CA

#### Founder and President

Mar 2020- Present

- Providing leadership & direction to an organization of 8+ people; hosted 5+ events focused on business and entrepreneurs

### SKILLS & AWARDS

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- Microsoft Office (Excel, Outlook, PPP, Access), SQL, Google Analytics, FB Ads, Java, Research, Product Analysis, Strategy
  - Daimler-In-Coding competition: Chosen as one of the top 10 teams among 860 other teams
  - IEFPP Competition: Came 1<sup>st</sup> in the Pitch competition from among 20+ startup teams and received funding of \$6000
  - Dean's List: Earner more than 3.25 GPA in 5+ semesters