# Aarohi Kapadia

(669) 224-9767 | aarohi@cmu.edu | linkedin.com/in/aarohikapadia | aarohidk.github.io

## EDUCATION

**Carnegie Mellon University (CMU)**, Pittsburgh, PA                                                                        **May 2024**
*Master of Science*: Engineering & Technology Innovation Management
*Master of Science*: Biomedical Engineering
***Relevant Coursework:*** Machine Learning, Data Science, Product Management, Financial Analysis for Managers, Agile Methods, Business Marketing & Strategy, Quantitative Entrepreneurship
***Cumulative GPA:*** 3.84/4.00

**Ganpat University**, U.V. Patel College of Engineering, Gujarat, India                                                    **May 2022**
*Bachelor of Technology*: Biomedical Engineering
*First Class with Distinction,* Cumulative GPA: 9.82/10.00

## EXPERIENCE

**Student Data Scientist,** Honda Research Institute & Corporate Startup Lab at CMU                         **Jan 2024 – Present**
- Utilizing **machine learning** to **categorize users** into distinct clusters **based on their movement patterns**. Employing a **K-LLM (large language model) approach to interpret and describe movement patterns in user data**.
- **Evaluating the effectiveness of the LLM** in profiling user behaviors. **Exploring potential applications of movement pattern analysis** to cater to the unique needs and behaviors of different user groups.
- **Developing an interactive dashboard** featuring multi-dimensional mobility data exploration and a **conversational agent interface** to deliver insights on user mobility trends to enhance ideation and validation of new mobility products.

**Product Management Intern,** Centre for Technology Transfer & Enterprise Creation, CMU                    **May 2023 – Present**
- Analyzed **75+ diverse technology portfolios**, assessing technical components and identifying **market trends**, **customer needs**, & **use-cases** for new product development.
- Conducted **competitive analysis**, benchmarking technologies against industry rivals to identify strengths, weaknesses, & strategic intellectual property protection opportunities.
- **Evaluated technology commercialization viability**, pinpointing licensing opportunities & revenue streams. Delivered **strategic recommendations** for technology development, market penetration, & intellectual property protection, **shaping organizational decisions**.

**Research Engineer,** Maritime Research Center, India                                                                       **Oct 2020 – Feb 2022**
- **Designed an automated health hazard analysis tool** for divers, in the Indian Ocean Region, **implemented** as a **web application using JavaScript & Python**, to aid safe dive site selection and underwater acoustic protective equipment decisions. Modelled ambient noise levels in the region using QGIS integrated into the tool using Leaflet. **Research** paper **presented & published** at OCEANS 2022, India. DOI: https://doi.org/10.1109/OCEANSChennai45887.2022.9775220.

## PROJECTS

**Generative AI Implementation & Impact Analysis,** Capstone Project, PPG Industries, Inc.               **Aug 2023 – Dec 2023**
- **Collaborated cross-functionally** with engineering, design, marketing, sales, and support teams to **formulate Generative Artificial Intelligence implementation strategies** for PPG, delivering insights into potential efficiency gains, **21.9% reduction in labor costs**, and growth opportunities.
- Generated **change management strategies** to **address corporate culture shifts** and fostering acceptance of advanced artificial intelligence solutions to maintain PPG's leadership position in generative AI adoption.

**New Product Development for Publicly Traded Company,** Carnegie Mellon University                         **Aug 2023 – Oct 2023**
- Strategic product introduction within existing product line of a publicly traded company. Developed **product & technology roadmaps** aligned with company objectives to build a **Minimum Viable Product**.
- Created a **user-centric design** using **wireframing & prototyping** tools to visually **communicate product concepts** and designs, ensuring alignment with user expectations and **iterative feedback**.
- Crafted a **data-driven business strategy**, detailing revenue projections, expense analysis, & profit forecasts. Composed a detailed **customer lifecycle plan**, mapping user journeys & implementing targeted strategies to enhance customer satisfaction and **drive adoption**.

## SKILLS

**Technical Languages:** Python, SQL, R, Git, C/C++, MATLAB/GNU Octave, G dataflow, Perl
**Software/Tools:** Figma, Tableau, Microsoft Excel, Jira, Balsamiq, Simulink, NI Multisim, Keil uVision, Proteus, AutoCAD, SolidWorks, Materialise Mimics Innovation Suite, LabVIEW, Fusion 360, 3D Slicer

## CERTIFICATIONS

- **Registered Product Owner™**, Scrum Inc (Credential ID: #RPO-5542321).