AARTI JAGTAP

Durham, North Carolina, USA | +1 (919) 685-2206 | aartijagtap2002@gmail.com | linkedin.com/in/aarti-jagtap/

EDUCATION

Duke University, Pratt School of Engineering **Durham, USA**
Master of Engineering Management | GPA: 3.90/4.0 *Aug 2024 – Dec 2025*

- **Coursework:** Marketing, Design Thinking, Managing AI in business, Software Business Management

Savitribai Phule Pune University **Pune, India**
Bachelor of Engineering in Electronics and Telecommunication Engineering | GPA: 3.72/4.0 *Jul 2021 – Jun 2024*

- **Coursework:** VLSI, Microcontrollers, Cloud Computing, Deep Learning, Project Management

RELEVANT EXPERIENCE

Student Consultant | *Jobz Inc.* | Durham, USA *Aug 2024 – Dec 2024*

- Conducted 45 interviews as part of market research to **identify stakeholder pain points**, competitors, and market trends
- **Created customer personas**, defined **user stories,** empathy maps, and problem statements to guide **user-centred solutions**
- Facilitated **ideation and prototyping** sessions to **develop solutions**, refining into concise napkin pitches through feedback

Product Manager Intern | *kAItchens Inc.* | Pune, India *Apr 2023 – Aug 2023*

- **Worked with a Startup** to develop **go-to market strategy** for AI-enabled co-working customized cloud kitchen spaces
- Assisted in **identifying key features** based on market insights and user requirements to ensure product differentiation
- Coordinated with the web team to **design wireframes** using Miro and Figma and ensure a user-friendly, clear website structure
- **Identified market gaps** and developed strategies to address them, contributing in the successful **launch** of product

Market Research Intern | *Wiserli Pvt. Ltd.* | Pune, India *Oct 2022 – Feb 2023*

- Contributed to **market analysis** by gathering and analyzing customer and competitor landscape to guide **product decisions**
- Collaborated with cross-functional teams on **STP** to build a product management tool and achieve strong product-market alignment
- Identified key performance indicators (**KPIs**) and tracked active users metrics like Daily Active Users (**DAUs**) and Monthly Active Users (**MAUs**) using Google Analytics to measure product engagement and growth
- Developed a WordPress website, implementing SEO techniques, **boosting site traffic** by **20%** and **lead generation by 25%**
- Helped maintain and organize project documentation in tools like **Jira**

SKILLS AND INTERESTS

Product Management | Service PM | Design Thinking | Market Research | Wireframing | Product Road mapping | Product Life cycle | Strategy | Competitive analysis | Leadership | Communication | Problem Solving | Presentation skills | Competitive Strategy | Analytical skills | Power BI | Google Analytics | Six Sigma White Belt | WordPress | Miro | Jira | Canva | SQL | C | C++ | HTML | CSS | Python

ACADEMIC PROJECTS

5-Level Cascaded H-Bridge Multilevel Inverter, *Savitribai Phule Pune University*

- **Designed and implemented** a 5-level CHB multilevel inverter as an **educational test kit**
- Achieved a THD ranging from **22.813%** to **26.372%** while performing harmonic analysis
- Secured **Second runner-up position in the Open Hardware category** at Technical Flagship event InC2024

8 Bit ALU using Verilog, *Savitribai Phule Pune University*

- Designed and implemented an 8-bit ALU using the Verilog Hardware Description Language (HDL) on **Spartan 3 FPGA board**
- **Built a Verilog module** with 8 different arithmetic and logical operations
- **Incorporated an in-built counter** to perform operations at every positive edge of clock **for automatic testing**

LEADERSHIP

Duke MEM Ambassador, *Duke Pratt School of Engineering* *Jan 2025 – Dec 2025*

- Represent the MEM program, **mentoring** prospective students and engaging with them through events and workshops
- Collaborate with faculty to organize outreach **initiatives** and enhance program visibility

Social Media Head, *National Service Scheme* *Jul 2022 – May 2023*

- Managed all social media platforms of the club, creating and scheduling content to **boost engagement and awareness**
- **Initiated** computer education program for a rural school and led various **social service initiatives** to support community welfare

Event Head, *Impetus and Concepts Technical Fest* *Nov 2022 – Apr 2023*

- Led a team of 60 people, ensuring effective collaboration and **managed operations** across cross-functional teams
- **Engaged and communicated** with industry experts to serve as judges, **securing partnerships** and sponsorships, resulting in a successful event