

Aditya Agarwal

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tinkerverse.net

MS in Engineering Design Innovation | Product Analyst turned Designer | Top 10 National Edge AI & IoT Innovator

WORK EXPERIENCE

Senior Product Analyst · Zomato

Gurgaon, India | Oct 2024 - Jul 2025

- Optimized search and discovery experiences for millions of daily visitors in the **Homepage & Search team**, leveraging **clickstream analytics** to generate product insights and guide UX development.
- Led development of the Friends' Recommendation system, leveraging clickstream and **social graph** data from over **one billion contacts** to generate network-based recommendations that improved engagement and retention.
- Supported the **Food Rescue** project, **reducing food wastage by 50%** across India and advance social impact goals.

Product Analyst · Udaan, India (Udaan.com)

Bangalore , India | Feb 2023 - Sep 2024

- Maintained real-time data pipelines and dashboards for **supply chain**, ensuring reporting for **1000+ stakeholders**.
- Optimized **listing and pricing algorithms** as the sole analyst on Wondermart, scaling product from **city to country**.
- Implemented **real-time clickstream analytics** and help create Percept Insights, driving data-driven decisions.

Data Analyst · Snapdeal

Gurgaon, India | Jun 2020 - Sep 2022

- Built data infrastructure for **in-house brand warehousing**, automating forecasting and stock purchase triggers.
- Managed **Seller Ad-based (CPT, CPC) income** generation, algorithm creation, and financial reconciliations.
- Supported A/B experiments and ad optimizations that increased seller Ad **Revenue by 14%**.

DESIGN PROJECTS

Procter and Gamble · Sponsored Design Project

Evanston, US | Sep 2025 - Present

- Collaborated with a team of five graduate students on a hair-care UX project, running **8 in-home** and **16 central-site visits** to shape design requirements and drive the team toward actionable insights.
- Worked with the team on end-to-end prototyping and concept development, running iterative tests, aligning with stakeholders, and integrating feedback to shape a refined, user-centered final solution.

Tinker Verse · @tinker_verse

India | Feb 2024 - Present

- A personal brand showcasing experimental projects at the intersection of design, hardware, and narrative interaction.
- Developed prototypes across **IoT, robotics** and **3D-printed art**, including a voice-controlled home assistant, generative drawing plotter, and mechanical lighting sculptures to create story-driven experiences bridging engineering and design.
- Builds end-to-end physical and digital products, using **videography and storytelling** to document the design process.

Rightbiotic Product

Hyderabad, India | Sep 2019 - May 2020

- Led design and development of an Antimicrobial Resistance Analyzer, achieving a 65% reduction in device volume.

EDUCATION

Engineering Design Innovation (MS EDI)

Evanston, US | 2025-Present

Northwestern University

MSc. Biological Science, B.Engg Civil Engineering

Hyderabad, India | 2016-2021

BITS Pilani

LEADERSHIP EXPERIENCE AND ACHIEVEMENTS

Top 10 International IoT Challenge (2024)

Circuit Digest, Digikey Edge AI & IOT Challenge

Above & Beyond Award (2021)

Snapdeal Quarterly Awards

TEDx BITS Hyderabad, India (2019)

Stage Design Head

Self Defense Society, BITS Hyderabad, India (2017-2020)

Head and Founder

Skills : Adobe Suite, SQL, CAD, Python, C/C++, Arduino, Dashboarding, Data Visualisation, IOT, AI coding tools