

# Aditi Rajagopal

*From Go Blue to Big Blue to Wahoo*

PORTFOLIO



## **University of Michigan**

**Ann Arbor, MI,  
Class of 2014**

*BSE Computer Engineering,  
Certificate in  
Entrepreneurship*

### **Relevant Coursework:**

Human Centered Computing, Models of Social Information Processing, Design Thinking, Entrepreneurship Practicum

## **IBM**

**Rochester, MN,  
2014-2019**

**In a nutshell:** Range of experience in rapid prototyping, testing, product incubation, and open source technologies.

**Relevant Skills:** Python, R, JavaScript, ReactJS, HTML/CSS, Travis CI/Jenkins CI, Web Design

## **University of Virginia Charlottesville, VA, Class of 2021**

*Candidate for Master of Business Administration, and Master of Science in Data Science*

### **Relevant Coursework:**

Marketing Analytics, Strategic Thinking and Action, Leading Organizations

**Future Coursework:** Data Visualization, Bayesian Machine Learning, Design Thinking for Innovative Business Problem Solving

# *Establishing new partnerships to promote STEM education in the Metro Twin Cities Area*

## **EXPERTISE**

Logistics      Budgeting & Fundraising  
Leadership      Strategic Planning

## **CLIENT**

Society of Women Engineers Minnesota  
Professional Section (SWE-MN)

SWE-MN is a 501c3 organization dedicated to supporting women in STEM from k-12 to their professional careers. One of the organization's flagship events is "WOW! That's Engineering" - a full day event for 5-8th grade students featuring hands-on activities highlighting multidisciplinary engineering problems and informational workshops for parents. This event seeks to reach low-income families in the Metro Twin Cities Area.

## **CHALLENGE**

SWE-MN had a 5 year partnership and sponsorship with a engineering firm that secured the venue and funds needed to host the event - this partnership expired.

How can we, the SWE-MN leadership team, showcase the value of this initiative and grow new partnerships in the Metro Area?

## **STRATEGIC ACTIONS**

1. Reallocate funds into a temporary budget to cover immediate short term costs (activity kits, permits, buses, etc.) to prevent rush delivery costs. Reevaluate budget for the whole event to identify cost cuts, if needed, and minimal budget requirements.
2. Identify maximum capacity of students and volunteers needed for a successful event.
3. Reach out through the greater SWE network to reach potential corporate and local sponsors and to establish partnerships with educational institutions (community and technical colleges, etc.)
4. Translate event advertising, activity content, and resources for parents into Spanish and Somali to increase our reach to underrepresented groups

## **RESULTS**

New Partnership Established  
with Dunwoody College &  
Eaton Corp

150 Student Attendees and  
200+ Parent Attendees

Investment in new robotics  
activity kits featuring  
LittleBits



# ***Building a brand and campaign for a community leader running in a highly contested local election***

## **EXPERTISE**

Branding  
Print Marketing      Interviews & Surveying  
Web Development & Design

## **CLIENT**

Committee to Elect Stacy Gold Brickman for West Bloomfield School Board

## **CHALLENGE**

How do we promote the candidate on a limited budget in a 3-way election with an incumbent in the race? How do we spur voter turnout in a midterm election?

## **GOAL**

Use voter and demographic data to identify our target audience, and to enhance our campaign strategy - specifically voter outreach and tapping into user needs

## **TARGET AUDIENCE**

### **NON-VOTERS**

Mixed demographic. May not see the importance of voting in general, or in midterm elections specifically. May need additional information to become a voter (registration, information on candidates etc)

### **ELDERLY VOTERS**

May not have school aged students, and may not be directly impacted by school board/school district decisions. May be registered and consistent voters, but would require distinguishable information on candidates

### **CONCERNED VOTERS**

Have or had students in the school system; concerned about existing and new programming, and legacy of the school system (national and statewide rankings), and most likely the implications on the housing market

## **STRATEGIC ACTIONS**

1. Use social media campaign pages to raise funds and promote local fundraising events
2. Distribute postcards to highlight voter registration and absentee voter registration deadlines
3. Focus campaign messaging on pertinent issues, new initiatives, and candidate's experience



## **RESULTS**

**Stacy won her seat on the school board in a 3-way race, securing 42% of the vote with the highest in person and absentee votes. She continues to serve today as the President of the school board.**

# *Executing a brand refresh in partnership with local small business owner*

## **EXPERTISE**

Branding  
Print Marketing      Web Development & Design  
SEO Management

## **CLIENT**

Tangles Hair Extensions & More - Kellie Smith

## **CHALLENGE**

Kellie has changed salon locations almost every year since 2014. Everytime she changes location, she loses out on clientele she has established over the years. In preparation for Kellie's next move, she would like to relaunch her brand, and improve customer retention

## **GOAL**

Update, refresh and streamline branding and SEO for Tangles Hair Extensions & More. Optimize and update pricing based on seasonality, and new service mix.



## **PROCESS**

1. Identify areas across the web where Kellie's information (phone, address, services) are present - make updates if possible to improve SEO, and shut down accounts where necessary
2. Conduct user interviews to identify willingness to pay in terms of services, and trends across the hair styling industry (extensions, bridal, straightening, dying etc)
3. Create a brand that compliments the client - apply design thinking principles to create the logo, web presence (social media and websites), and marketing materials, and to identify growth opportunities (marketing via local billboards, small business spotlights, Chamber of Commerce etc)

## **RESULTS**

The rebranding process resulted in Kellie securing a prime salon location at the newest Sola Salons location in Rochester MN in the summer of 2017. She did not experience the customer drop off like in the past. By optimizing her service mix, she was able to refocus on her most successful services, the Brazilian Blowout. Kellie will be retiring at the end of 2019.

A screenshot of the Tangles Hair Extensions &amp; More website. The header features the company logo with the text "EST 1995". Below the logo is a large, bold headline: "If no one is asking Who does your hair? Come See me.". To the left of the headline is contact information: "1201 S. Broadway Suite 24 Studio #1 Rochester MN 55904 507-923-8614 MONDAY: CLOSED TUESDAY-FRIDAY 10:00 AM-2PM, 5:00 PM- 9:00 PM SATURDAY 11:00 AM- 4:00 PM." On the right side of the headline is a testimonial: "'Kellie is very knowledgeable when it comes to styling hair. I have been so happy with my hair every time that I'll continue seeing her. Prices are very reasonable and she is flexible to get you an appointment. I feel relaxed and welcomed when I am there.'"/&gt;

# *Growing a collaborative open source community focused on implementing an accessible design system*

## **EXPERTISE**

Full-stack Development  
Web & Accessibility Design

User Interviews  
Product Management

## **CLIENT**

Internal Clients: IBM engineers, designers, and product owners  
Secondary Clients: Carbon Design System open source community, non-IBM adopters

## **CHALLENGE**

IBM wants to streamline the look and feel of their products and services while abiding to their core capabilities in design accessibility, and developing innovative technology

How do we create a library of reusable user interface elements and prioritize how we further scale the library over time to gain 100% adoption?

## **PROCESS**

1. Test the assumption by auditing high visibility IBM products and services - are there any noticeable differences in the user interface and user experience from different perspectives (personas).
2. Conduct analysis of existing design systems (internal & external), identify best practices and potential gaps.
3. Identify overlaps between internal design systems; use results to inform design guidelines and accessibility benchmarks; and decide what industry trends to adopt.
4. Establish the new Carbon Design System (Carbon). Create Carbon as an open source product rather than a closed sourced offering to encourage collaboration; incorporate feedback and conduct strategic planning in an open forum. Adopt a governance system, guiding principles, and training.

## **RESULTS**

**Mission:** “Carbon is IBM’s open-source design system for products and experiences. With the IBM Design Language as its foundation, the system consists of working code, design tools and resources, human interface guidelines, and a vibrant community of contributors.”

- [www.carbondesignsystem.com](http://www.carbondesignsystem.com)

**224 Individual Contributors to the Carbon Design System Open Source Project**

**85% of IBM Products and Services use the Carbon Design System, on track for 100% adoption by 2020**

# ***Creating content to support the synergies between the Schools of Data Science and Business at the University of Virginia***

## **EXPERTISE**

Leadership      Personal Branding  
Public Speaking      Relationship Building

## **CLIENT**

Program coordinators and prospective students at the University of Virginia's Darden School of Business and new School of Data Science

3 years ago, University of Virginia (UVA) started a new MBA/Masters in Data Science dual degree program partnering the Darden School of Business and the Data Science Institute. After receiving a \$120 Million Gift (the Largest in University History), the Data Science Institute transformed into UVA's 12th official school, establishing the new School of Data Science.

## **CHALLENGE**

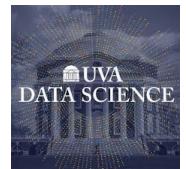
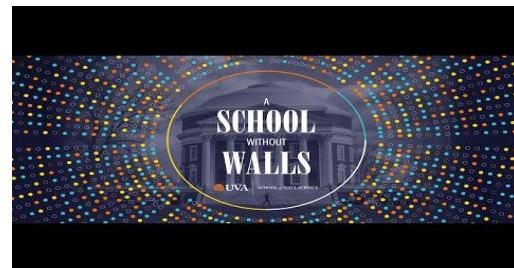
How do we highlight the benefits and 'real life experience' of the dual degree MBA/Masters in Data Science program in an authentic way

## **STRATEGIC ACTIONS**

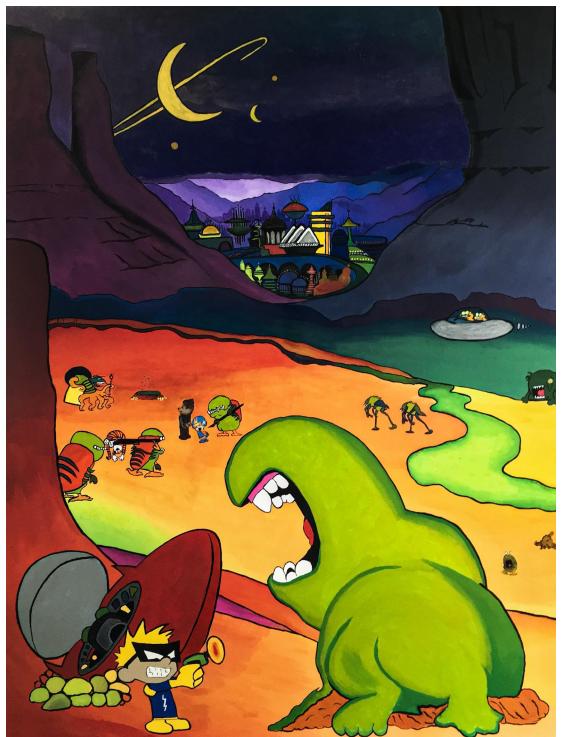
- Showcase student stories via social media channels and UVA websites, and highlight student ambassadors as points of contact through internal and external channels
- Conduct webinars for potential dual degree candidates
- Focus messaging on pertinent issues: industry and employment trends, student experience, programs unique to UVA and Charlottesville, alumni network

## **DESIRED RESULTS**

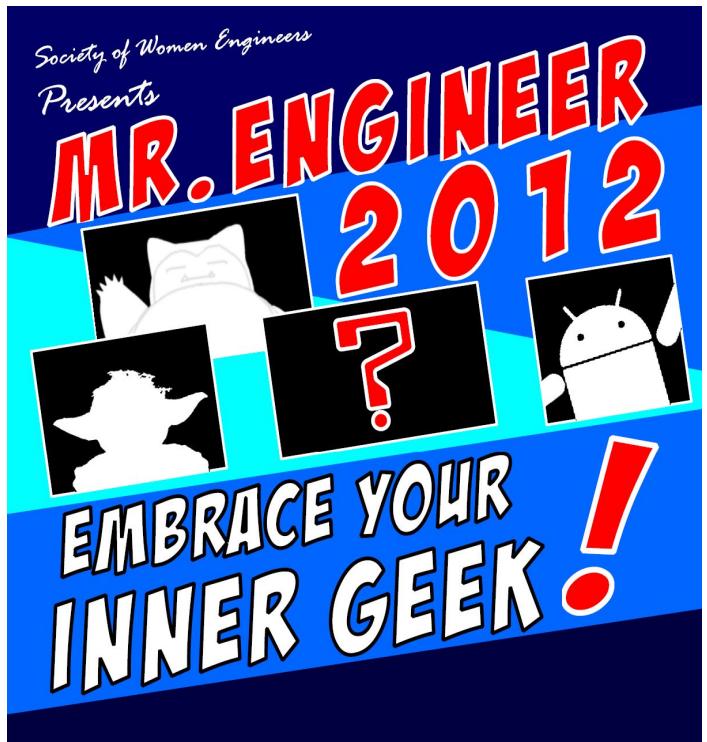
- Increase application pool and enrollment in dual degree program (on a personal note, increase enrollment of female and minority candidates)
- Promote collaboration across UVA and across the east coast - specifically creating synergies with Darden's executive MBA program based out of Washington DC
- Bring Data Science into the common vernacular across the business school, and bring an enhanced business perspective across the data science school



# *Canvas Paintings*



# *T-Shirt & Logo Design*

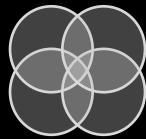


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2019 ★★ 2020

## 3 REASONS WHY PEOPLE WANT TO WORK WITH ME



Dynamic perspective and expertise at the intersection of engineering, business, data science and design



Brings an enthusiasm unknown to humankind



Lifelong learner, and creative spirit with an empathetic approach to collaboration

## TESTIMONIAL



Aditi was the only woman admitted this past year to the MBA/MSDS. She's confident, curious, and has the passion of an entrepreneur. She was without a doubt, my top recruit for the program, and I believe has the foundational knowledge, agility and grit to be an all-star wherever she lands. Not all applicants have the emotional IQ, energy, and technical background that she does, really, she's the whole package.

- **Patti Edson**

(Associate Director of Admissions & Financial Aid, University of Virginia School of Data Science)

## SOME ORGANIZATIONS I'VE WORKED WITH

University of Michigan

University of Michigan Kellogg Eye Center

Calsonic Kansei North America

RePunch

SAY Media

IBM

Society of Women Engineers

Jeremiah Project (Rochester MN)

University of Virginia

## SOME FINAL THINGS MY MOM WOULD TELL YOU

I have mentored students since I was in high school

I was commissioned to paint three 5ft x 4 ft canvases before starting graduate school

I'm a regular speaker at Society of Women Engineers (SWE) conferences

I have 2 patents granted and 6 patents pending

I make a mean batch of chocolate chip cookies and Indian Fusion NY style pizza