AKHILA RAJU

akhilaraju.com
510-600-5752
akhila@berkeley.edu

passionate about product management

EDUCATION

University of California, Berkeley
Computer Science & Cognitive Science, May 2016

Grace Hopper Sponsorship, Google Inc.
Awarded in 2015 for excellence in computer science and passion for supporting women in tech

Human-Centered Design Certificate
Developed and presented individualized cross-disciplinary research program on User Experience Design

Berkeley Center for New Media Certificate
Critically analyze and develop future media, emphasizing the humanities, global perspectives, and the public interest

SKILLS

Programming
Java, Python, C, C#, JavaScript (d3.js, CoffeeScript, Framer.js), Android, Scheme, HTML/CSS, Google Glass SDK, Kinect for Windows V2 SDK

UI/UX
rapid prototyping, wireframing, user research, usability testing

PROJECTS

GeoExplorer: Hiking Applications for Qualcomm Toq Smartwatch and Android Phone
- Created wireframes and interactive prototypes for iPhone app and Apple Watch app using Photoshop and Javascript (Framer.js)
- Performed contextual inquiries and competitive analysis to identify and design for needs of hikers of all experience levels
- Designed, researched, and implemented hiking app in Android

Visualizing Yelp Ratings: Interactive Analysis and Comparison of Businesses
- Created interactive tool for visualizing customer reviews to enable business owners to understand competitive landscape; used Yelp dataset, Javascript (d3.js), Google Maps API, Python, HTML/CSS
- Established features through user research with 15 businesses

Safi: Medical Device Startup
- Developed business plan with 59.1% gross margin in 6 years in $3.2B sterilization market; presented to Storm Ventures
- Performed in-depth market research analysis to understand the needs of clinicians who desire inexpensive sterilization methods in India

EXPERIENCE

Hardware Engineering Program Management Intern @ Apple 5/15 - 8/15
- Pitched and persuaded senior management to test new use case, overcame initial objections
- Designed and conducted user studies to identify features for new technology development
- Created overall product development plan for EE, Software, Firmware, QA, Algorithms teams

Co-Founder & President @ Tequity 12/14 - Present
- Conceptualized & executed launch of 501(c)(3) organization; spearhead diversity in tech initiatives at UC Berkeley to increase retention and promote success for underrepresented groups
- Formed "Diversity in Tech Coalition" with 20+ STEM organizations; catalyzed 7 cross-collaborative events focused on creating an inclusive tech community; 500+ attendees at events

Technical Product Manager for BJCx @ UC Berkeley 8/14 - 5/15
- Determined vision and technical features for Intro Computer Science MOOC on edX platform
- Directed 30+ engineers and development of 7 software tools projects vital for course launch
- Successfully led integration onto edX for UC Berkeley launch in April 2015 to 238 students; launched on edX in September 2015 with total enrollment at 19,500 students

Researcher @ Berkeley Center for New Media 8/14 - 2/15
- Implemented Just-Noticeable Difference psychophysics and statistics experiment in Python
- Designed and prototyped experiment setup using Photoshop, laser cutter, vinyl cutter, 3D printer

UI/UX Consultant @ Solano Labs 8/14 - 12/14
- Redesigned onboarding process using Photoshop; established a consistent tutorial flow for new users of all experience levels in order to gain a larger customer base
- Identified cause through user research for low (10%) retention rate of clients after free trial

R&D Intern, Hasso Plattner Projects Team @ SAP Labs 5/14 - 8/14
- Researched and wireframed mobile application with room reservation system and food/drink purchase system for SAP's HanaHaus, a technology entrepreneurship coworking space
- Developed web and native apps using Java, C#, JavaScript, HTML/CSS