



Aleesha Tudu

UG (V Year I Semester)

B.Arch.

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Registration No: 17110002/2022

Indian Institute of
Technology
Roorkee



VERIFIED

Education

Year	Degree/Examination	Institution/Board	CGPA/ Percentage
2020	B.Arch. 4th Year	Indian Institute of Technology, Roorkee	7.821
2016	Intermediate (Class XII)	Sri Sathya Sai Vidya Vihar Vijaipur Guna MP	92.60 %
2014	Matriculate (Class X)	Sri Sathya Sai Vidya Vihar Vijaipur Guna MP	9.400

Internships

Product Intern | Vedantu Innovations Private Limited

June 2021 - August 2021

- Worked at the CEO's Office in tandem with the product team and senior management to increase user retention on the Vedantu mobile app by enhancing engagement for free users.
- Shortlisted 40+ EdTech apps from around the world based on 3 key performance indicators for free user engagement.
- Benchmarked 10+ apps from 4 countries for their engagement features using a framework covering 10+ use cases.
- Evaluated entry in a nascent market by analyzing the competitive landscape and user needs.
- Identified 10+ existing players in the new market; studied their product offerings, monetization strategies and user reviews.
- Recommending 20+ measures to improve engagement, feature discovery and first-time user experience of the app.

Product Management Intern | Atom

February 2021 - August 2021

- Performed competitive landscape in 70 apps and made over 20 design flows after analysing product UI on Figma.
- Worked on the onboarding flow to decrease drop off at key steps. Studied target users, user journey, competitive apps, and drafted the design hypothesis. Wireframed the design.
- Performed market research on Microlearning for self-improvement to determine the potential efficacy and adoption.
- Involved in regular Gamification product decision making and research.

Web Development Intern | IITRIS ANALYTICS Pvt. Ltd

July 2020 - August 2020

- Was responsible for designing, coding and modifying website, from design layout to function according to clients specifications.

Summer Internship (Design) | Practo Technologies Pvt, Ltd

May 2020 - July 2020

- Worked closely with designers, product managers, and developers to redesign the payment flow of Practo's existing app and website.
- Performed Heuristic Analysis and User Research to identify the problems and needs of users.
- Presented a case study on experience improvements and opportunities in the current Practo experience and helped in prioritizing them.

Projects

Business Continuity Plans for New-normal MSMEs conforming to Environmental Norms | Live Studio

(ARN-415), IIT Roorkee

August 2020 - November 2020

- Identified threats and issues and developed process mapping and Business Continuity plans for the MSMEs especially with regards to the COVID-19 pandemic. Developed comprehensive and sustainable solutions, both Socio-economic and environmental for the MSME. Came up with innovative business solutions and got them validated with the involved stakeholders.

Positions of Responsibility & Extra Curriculars

Manager Design | Cognizance

November 2019 - March 2020

- Led the team of seven designers to create a Brand & Identity system. Worked closely with designers, managers and developers to redesign the main Website
- Handled Social and Print media Campaigns of the fest which attracted 67k+ users on website. Social media outreach of 400k+ students.

Creative Head | Enactus IITR

May 2019 - April 2020

- Among the core members of Enactus, IITR
- Spearheaded the design team and managed all the branding and online presence of Enactus, IITR.
- Independently ideate & executed branding solutions including, color scheme & graphic theme for new & existing lines of Project Ark.
- Designed Arks packaging cover after extensive brand research & design iteration.

Executive Member | Thomso

August 2018 - October 2018

- Worked as part of core design team. Designed digital marketing communication materials including posters, flexes for Thomso 2018 (Annual fest)