

Arsh Vishen

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EDUCATION

University of California, Berkeley

May 2021

Dual Degree: B.S. Data Science, Business Administration (Haas School of Business), GPA: 3.6

Technical Coursework: Software Engineering (SaaS), Machine Learning, Data Science, Data Structures & Algorithms, UI/UX Design, Business Analytics, Data & Decisions, Linear Algebra, Probability

Business Coursework: Entrepreneurship, Marketing, Investments, Corporate Finance & Valuations, Financial Statement Analysis, Financial Accounting, Leadership, Communication, Negotiations, Economics

Certificates: Technology Entrepreneurship, UI/UX Product Design

WORK EXPERIENCE

CyberCube

San Francisco, CA

Product Management Intern

May 2019 – Aug 2020

CyberCube is a venture-backed startup offering a software as a service platform for cyber risk modeling and insurance underwriting

- Conducted competitive research and user research to define and evaluate product/feature improvements
- Wrote user stories/epics and designed mockups/wireframes in Figma to illustrate new product changes to engineering and user-facing teams
- Created requirement documents, roadmaps, and Jira tickets to guide development of critical features, data warehouse/ETL, and user telemetry
- Defined success metrics and built visualizations with Tableau to analyze user engagement and retention and recommend feature/UI changes
- Monitored performance of cyber risk model via error metrics, defined new model features, and scraped data from the web to improve model accuracy

Western Union Digital Ventures

San Francisco, CA

Data Science Intern

May 2018 – Aug 2018

- Built python/scikit-learn machine learning models to predict the likelihood of customers to complete a money transfer
- Joined and filtered data with SQL and conducted data cleaning, exploratory data analysis, feature engineering, and hyperparameter tuning
- Designed discount feature to increase customer conversion and conducted A/B testing, ultimately increasing customer conversion by 7%
- Created visualizations using Tableau to illustrate and track conversion rate by market segment, then presented findings to upper management

PROJECTS

HungerBot

Chatbot and lifestyle platform/web app that provides affordable food recommendations for food insecure individuals

- Created product/feature requirement documents for remote engineering team, balancing competing priorities like time to market and cost
- Designed and executed a go-to-market strategy by conducting customer interviews and competitive landscape research
- Connected 400+ people to affordable meals while providing dietary education and won a technology entrepreneurship competition

Saveior

SEC-registered investment alternative to slowly appreciating savings accounts for new graduates and small enterprises

- Conducted market research and 20+ user interviews to identify customer needs and pain points regarding savings management
- Sourced 5 clients through direct sales within 6 weeks, gaining \$4k in assets and winning a go-to-market competition among 71 teams

BearCave

Mobile app that connects students looking to find and lease property for subletting

- Created product/feature requirement documents for engineering team after identifying customer pain points and conducting 30+ user interviews
- Developed using XCode/Swift, web-scraped property postings, and hosted data in Firebase backend

ORGANIZATIONS & ACTIVITIES

Associate Product Managers Club

Berkeley, CA

Founding Member & Networking Program Lead

June 2020 – Present

- Expanded membership to 150+ while testing and launching a networking program, connecting members and hosting product analysis discussions

Capital Investments at Berkeley

Berkeley, CA

Senior Technology Investment Analyst

Jan. 2018 – Present

- Developed algorithmic investment strategy that selects investments based on exposures to value, momentum, and social media sentiment
- Pitched technology companies for investment through intrinsic and extrinsic valuation methods and macroeconomic analysis

Associated Students of the University of California, Financial Office

Berkeley, CA

Chief of Staff & Director of Business Development

Aug. 2017 – Aug. 2018

- Established and developed corporate relationships to help secure basic needs for Berkeley students (transportation, housing)
- Lead analyst in valuation and acquisition of berkeleytime.com, a class management tool used by thousands of students

TECHNICAL SKILLS & AWARDS

Skills: Python, Java, SQL, Data Structures, Data Science & Machine Learning (Pandas, Matplotlib, Sci-kit learn), Agile, Tableau, Excel, Figma

Awards: 1st Place Haas Go-to-Market Competition, 1st Place Wells Fargo Investment Case Competition, 4th place Google Developers Launchpad Competition, Cal Alumni Leadership Award