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, Machine Learning, Data Science, Data Structures & Algorithms, UI/UX Design, Business Analytics, Data and Decisions, Linear Algebra, Probability
Business Coursework: Entrepreneurship, Marketing, Investments, Corporate Finance & Valuations, Financial Statement Analysis, Financial Accounting, Leadership, Communication, 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, user research, A/B tests, and usability tests to ideate and evaluate new 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 product requirement documents and Jira tickets to guide agile development of critical features, data warehouse, and user analytics platform
- Defined success metrics and built visualizations with Tableau to analyze user engagement and retention and recommend feature/UI changes
- Developed python/scikit-learn machine learning model and scraped training data from the web to improve model accuracy by 15%

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 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 to guide agile development
- 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 & Mentorship Program Lead   *June 2020 – Present*
- Expanded global membership to 150+ while testing and launching a new mentorship program and sourcing mentors

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, Scipy, Numpy), Agile, Tableau, Excel
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