

# ASTIKA GUPTA

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## EDUCATION

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**University Of California, Berkeley** | Master of Information Management and Systems | Berkeley, CA, USA | 2015 – 2017

Focus areas: Product Management, UX Research and Design, Technology Entrepreneurship

**University Of Mumbai** | Bachelor of Electronics and Telecommunication Engineering | Mumbai, MA, India | 2007 – 2011

## SELECTED WORK EXPERIENCE

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**eBay** | Product Manager Intern | San Jose, CA, USA

May 2016 – August 2016

Responsibility: To lead new product initiatives from conception to launch and deliver delightful product experiences that users care about

- Owned and delivered a data analytics tool to enable the company's merchandizers to track real time item level performance data in a simple and more organized way, leading to a reduction in time by 40 minutes on a daily basis
- Interviewed customers and stakeholders to understand their pain points and accordingly identified 15 key metrics out of a list of 350+ available metrics
- Introduced Scrum and led daily meetings of cross-functional team members including 6 engineers and designers resulting in increased team morale and velocity achieving the results 3 days earlier than the anticipated date
- Awarded third place for 'most liked project' in a company wide event 'intern project showcase, 2016' with 50 participants
- Pitched this new tool to executives and stakeholders and got their approval to proceed for production

**Infosys Limited** | Software Developer | Pune, MA, India

August 2011 – March 2015

Responsibility: To research, ideate, design and code web based applications end-to-end in an Agile/Scrum environment

- **ProcureEdge**, A cloud-hosted Source-to-Pay platform:
  - Conducted user and market research globally for Infosys' new initiative on source-to-pay platform in retail sector
  - Prepared scope documents and defined product features by analyzing the user research, business needs & technical capabilities and interacted directly with the USA based client to gather requirements
  - Independently coded and developed a comprehensive end-to-end web application module called Shopping Cart in Java. Integrated this module with other modules developed by 70 other team members across India and US
  - Led a team of four software developers to develop the relational database system in SQL for the catalogue management system used in this platform
  - Being highly successful, this platform was made its own company called EdgeVerve, a sister company of Infosys
- **FavoriteLinks**, A cross-browser solution for organizing bookmarks:
  - Interacted with the USA based client regularly for requirements gathering and documented technical specifications
  - Suggested a tree based solution for the problem at hand which was appreciated by the client and was implemented
  - Coded the business layer in Java and the front end using Javascript, HTML5, CSS3, Ajax and JQuery

## LEADERSHIP EXPERIENCE

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**UC Berkeley** | Graduate Student Instructor | Berkeley, CA, USA

August 2016 – December 2016

Lead a class of 55 students for the Technology Entrepreneurship course at UC Berkeley. Responsibilities include helping students with their market research, leading academic discussions and assessing student progress towards learning objectives

**Infosys Limited** | Leader of the development center | Pune, MA, India

August 2012 – August 2015

Led a product based research team of 20 members that organized seminars and interactive sessions to help employees from different verticals brainstorm holistically. Awarded certificate by Infosys for outstanding contribution in 2015

## PROJECTS

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**Happy2Help, PLAY Hackathon:** Won the FIRST place at PLAY Hackathon for designing a virtual reality interface and business model to empower tetraplegics to connect with their communities from the comfort of their homes and find meaningful jobs that utilize their skills. Presented it at the PLAY Conference, 2015 held in San Francisco to founders & CEOs of other VR companies

**CalCentral Budget Tool:** Designed and built a budget tool for UC Berkeley students that aggregates university data with student's personal financial data to help them plan their finances and become more financially adroit. It is in the process of being integrated into the university's central online system- CalCentral

## SKILLS / TOOLS

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**Product Management:** Developing product specifications, New product development, Marketing, Strategy, Prototyping, Testing

**Visual design & Prototyping:** Photoshop, Illustrator, Indesign, Balsamiq, Omnigraffle, Sketch, Justinmind

**Programming languages & Front-end development:** Python, Java, C++, C, R, SQL, Javascript, HTML5, CSS3, JQuery, Ajax