Atishay Saraogi

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EDUCATION

Northwestern University | Bachelor of Science in Industrial Engineering   Expected June 2023
- Minor in Computer Science with the Segal Design Certificate.
- GPA: 3.9/4.0, with Honors in 6 of 6 quarters; Tau Beta Pi Engineering Honors Society.

PROJECTS

Iowa State University Ride Competition | Controls Team Lead   December 2021 - Present
- Lead team to 3D print, construct operational theme park ride to ASTM F24 standard on 1:50 scale.
- Brainstorm ride concepts to competition specifications, develop electrical controls using Arduino servos.

Shedd Aquarium X Theme Park Engineering Design | Designer   June 2021 - Present
- Designed a nature-positive, adaptable amphitheatre for 100 with 3D models, ecological research.
- Created comprehensive plan for Innovation Director with storyboards, themes, resource allocation.

Form & Function Marketing | VP Data & Analytics   September 2020 - Present
- Developed a data model to track metrics for 10 clients on website design, user preferences, outreach.
- Performed 3 rounds of A/B analysis on user tests for a client to find optimized web structure.
- Taught FB Ads data workshop with custom exercises based on past client data for 112 club members.

The Holebrain | Design Consultant   March 2021 - June 2021
- Demonstrated proof of concept for a COVID-safe protective barrier to allow natural interactions with a 3.2x decibel increase compared to regular plexiglass, costing <$10 with a setup time of <60 sec.
- Observed pain points; conducted interviews; designed 4 iterations, ran performance, user tests; considered scalability, usability by all stakeholders including users, installation, and maintenance staff.

EXPERIENCE

Northwestern University | Evanston, IL   January 2021 - Present
Peer Mentor & Leader
- Ran Intro to Computer Systems office hours (6 hrs/wk) for 111 students to debug code, answer doubts.
- Planning and directing a calculus study group for 8 students with 9 sessions/quarter.

Axtria Inc. | Berkeley Heights, NJ   June 2021 - September 2021
Data Intern
- Automated data modeling tasks by developing scripts to parse data models & generate reports about model structure & missing tables from Oracle Data Modeler and RBMS directories, enforcing SOPs.
- Optimized model parsing & reporting by implementing new program; edited, maintained over 20 life sciences models for DataMAx team, providing quick troubleshooting assistance for overall team.

Safejob | New Delhi, India   September 2020 - January 2021
Product Experience Intern
- Built a random forest model to maximize conversions based on session times, demographics, devices, return visits, and webpage journeys for outreach campaigns reaching 500,000+ potential users.
- Setup metric tracking, integrated & automated data flow across 5 departments, saving ~10 hr/week.

KEY SKILLS

- Languages: Python, React, C, C++, JavaScript, Matlab, SQL, Racket, HTML/CSS, AMPL, LaTeX, R
- Software: SolidWorks, Google Suite, MS Office, Power BI, Tableu
- User tests, performance tests, prototyping, project management, teamwork, leadership, failure modes.