

# 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.

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## PROJECTS

**Iowa State University Ride Competition** | Controls Team Lead December 2021 - Present

- Lead team to operate theme park ride in C++ with Arduino Uno to ASTM F24 standard on 1:50 scale.
- Brainstorm ride concepts to competition specifications, develop a ride plan and execute it through electrical controls using motors, drivers, and encoders.

**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.

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## 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 in Matlab to maximize conversions based on session times, demographics, 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.

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## SKILLS

- Programming Languages: Python, React, C, C++, JavaScript, SQL, Racket
- Web Languages: HTML, CSS
- Tools: Matlab, AMPL, R, LaTeX
- Software: SolidWorks, Google Suite, MS Office, Power BI, Data Studio