Darshil Shankar

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SKILLS

- **Software:** Trello/Asana, Figma, Adobe XD, Photoshop, Excel, Google Analytics, Power BI, Tableau, Mailchimp
- **Design:** Design Thinking, User Experience Design, User Interface Design, Mobile App Design
- **Technology:** Java, Python, Android, R, MySQL, MongoDB, Firebase
- **Strategy:** Agile/Scrum, Product Lifecycle, Product Roadmap, A/B Testing, Stakeholder Management

PROFESSIONAL EXPERIENCE

Stevens Institute of Technology, Graduate Assistant, United States   **September 2022 – Present**
- Helping students with their academic projects and presented them to the industry leaders in Corporate Networking Events.
- Managing UI/UX, Frontend & Backend of the University's E-portfolio website of the student projects from scratch to launch.

Liger Infotech, Product Manager, India   **June 2021 – July 2022**
- Led team of ten (six engineers, two designers, two testers) for end-to-end development and launch of six android and IOS apps that generated $500K+ revenue within a 6-month period.
- Built alignment with cross-functional stakeholders such as Marketing, Design, Development and other product teams for accelerating execution and tackle opportunities in target markets leading to 30% increase in user growth.
- Led project to redesign an app and developed new data-driven approach, which resulted in 90% increase in subscriptions and 97% increase in engagement. Developed dashboards in Power BI and Tableau to enable tracking of user engagement.
- Strategized, developed, and managed paid digital marketing across AdWords, Instagram and Facebook with a monthly budget of $20K, resulting in $50K+ in monthly revenue, and launched App Store Optimisation Campaigns that increased organic downloads by 3 times.
- Led A/B testing of new features through usability tests, rapidly validating or disproving product hypotheses, informed by user needs and technical feasibility and delivering a roadmap of onboarding features leading to 25% increase in retention.

Liger Infotech, Android Developer Intern, India   **March 2020 – Sept 2020**
- Collaborated cross functionally with product managers, software developers, UI designers and testing engineers to optimize the UX of Android Apps with high quality and great performance and gathered inputs to apply rapid changes for prototypes.
- Managed tasks within Agile framework, and controlled JIRA workflows along with handling daily stand-up meetings.

RESEARCH

Heart Disease – Identification of Predictors and Prevention, VNSGU, India   **January 2021 – April 2021**
- Used R for analysing the dataset to build the Decision Tree model and Logistic Regression model, for predicting whether someone has chances of getting Heart Disease or not and achieved accuracy of 86.67% and 83.33% respectively in both the models which helped us to evaluate deeper relationships between potential factors contributing to heart diseases.
- Co-published paper with Prof. Chirag and a colleague in IRJET Journal live at https://www.irjet.net/volume8-issue12, No. 178.

PROJECTS

USCIS Case Tracker Immigration App ([Independent](#)):
- Developed and managed an app to track the status of USCIS Cases including immigration applications, petitions or requests with features of US Citizenship test, Interview Preparations and latest USCIS News with Visa Bulletins.
- Crossed 130K users in 6 months with 20K+ DAU spending 900 hours everyday and received 2350+ ratings with 4.6/5 stars.

Human Tracker App (Academic):
- Developed an android app to track employees' live location for the logistics companies and calculate area & length of any geographical area on the google map to allot that area to delivery boys which was appreciated by many logistics companies.
- Used Figma Wireframes for UI/UX, Firebase and MySQL for backend and Frontend using Java, XML in Android Studio.

EDUCATION

Stevens Institute of Technology, Hoboken**,** New Jersey, USA   **August 2022 – Present**
- **Master of Science** in Business Intelligence & Analytics   **GPA: 3.78/4**
- **Relevant Courses:** Optimization & Process Analytics, Social Network Analysis, Data Mgt., Marketing Analytics, Web Mining

Veer Narmad South Gujarat University, Surat, Gujarat, India   **June 2018 – June 2021**
- **Bachelor of Computer Applications,** Computer Science   **GPA: 3.42/4**

ACHIEVEMENTS

- **Summer Hackathon**: Placed 2nd out of 40 teams on competitions involving UI/UX, data structures and algorithms.
- **Inferno Fest**: President of Inferno Fest with 500+ students participating. Raised ₹200,000 in prizes from 10 sponsors.