Deevy Bhimani

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Education

University of California, Berkeley, *Data Science B.A.*   Aug 2017 – May 2021
- *Relevant coursework:* Foundations of Data Science (CS C8), Principles and Techniques of Data Science (CS C100), Introduction to Database Systems (CS 186), The Structure and Interpretation of Computer Programs (CS 61A), Data Structures (CS 61B), Design Methodologies, Principles of Business (UGBA 10), Product Management

Professional Experience

Roblox, *Product Management Intern*   Jun 2020 – Aug 2020 │ San Mateo, CA
- Coming up, joining the social team

Loom, *Product Management Intern*   May 2019 – Aug 2019 │ San Francisco, CA
- Increased conversion to paid plan through an analysis of user engagement that drove product paywall decisions
- Performed 30+ user interviews revealing insights that drove key decisions around the product roadmap
- Increased videos recorded and viewed by 7% in 4 weeks by improving onboarding resulting in higher activation
- Worked with engineers, design, growth, & customer success to run activation experiments to 500k+ users
- Laid the foundation for corporate partnerships and designed the user experience for two major features

Kittyhawk, *Growth & Data Analytics Intern*   Jul 2018 – Aug 2018 │ San Francisco, CA
- Generated 12 large enterprise leads with information about site visitors such as company and location
- Used Python and SQL to write scripts that convert raw flight/telemetric data into actionable user insights
- Generated guides and analytics about how battery is affected by weather, speed, location, duration, and drone
- Developed market positioning with research about competitors, partnerships, users, and business strategies
- Identified key forces that drive company productivity based on firms with high market cap/employee

Astroscrambler, *Business Development Intern*   Jul 2017 – Dec 2017 │ Mountain House, CA
- Crafted marketing campaigns, website design & photography, and product selection to maximize profit
- Improved customer satisfaction by 15% over 5 months by establishing an automated communications system
- Built a strong SEO by refining product descriptions and meta descriptions resulting in a 300% increase in sales

Extracurriculars

Cal Hacks, *Director*   Feb 2019 – present
- Working across functional teams in marketing branding, logistics, to execute an event for over 2500 attendees
- Increased funds raised by 150% while leading a sponsorship team of 6 to make the event free for hackers
- Driving Fellowship initiative with partners like YC, Redpoint, and Pear VC supporting student entrepreneurs

Lightspeed Venture Partners, *Ambassador*   Apr 2019 – Apr 2020
- Mentoring & connecting talented and driven student founders at UC Berkeley to Lightspeed's resources

Berkeley Formula Racing, *Business Development Specialist*   Jan 2019 – Jun 2019
- Developed GTM and prepared a pitch deck for business portion of the national competition, placed 3rd

Haas Business School Association, *Associate*   Sep 2017 – May 2019
- Enhanced mentorship program with stable marriage algorithm to create long-term mutually beneficial pairs
- Hosted a fireside chat with founders of startups Infer, Luxe, and Poshly for 150+ students and professionals

Additional

Programming Languages
Python, Java, SQL, HTML, CSS, Javascript

Frameworks
Pandas, Numpy, Scikit-Learn, Matplotlib, JUnit, OpenStreetMap

Broke a World Record
Largest human letter

Software Tools
Git, IntelliJ, Jupyter, Mapbox, Adobe Photoshop, Adobe Lightroom, Adobe XD, Figma

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