

# Deevy Bhimani

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## EDUCATION

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**University of California, Berkeley** – Data Science BA

August 2017 – May 2021

- *Relevant coursework:* Foundations of Data Science (CS C8), Principles and Techniques of Data Science (CS C100), The Structure and Interpretation of Computer Programs (CS 61A), Data Structures (CS 61B), Design Methodologies, Principles of Business (UGBA 10), Web Design

## EXPERIENCE

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**Loom**

San Francisco, CA

*Product Management Intern*

May 2019 – August 2019

- Increased conversion to paid plan through an analysis of user engagement that drove product payroll decisions
- Performed 30+ user interviews revealing insights that drove key decisions around the product roadmap
- Increased videos recorded and viewed by 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**

San Francisco, CA

*Growth & Data Analytics Intern*

July 2018 – August 2018

- 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**

Mountain House, CA

*Business Development Intern*

July 2017 – December 2017

- 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
- Drove strategic partnerships with global manufacturers to sell aftermarket parts and gear direct to consumer

## EXTRACURRICULARS

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**Cal Hacks**, *Director*

February 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

**Haas Business School Association**, *Associate*

September 2017 – May 2019

- Enhanced mentorship program with stable marriage algorithm to create long-term mutually beneficial pairs
- Executed 15+ free professional development events with industry partners and other student organizations
- Hosted a fireside chat with founders of startups Infer, Luxe, and Poshly for 150+ students and professionals

**Berkeley Formula Racing**, *Business Development Specialist*

January – June 2019

- Developed GTM and prepared a pitch deck for business portion of the national competition, placed 3rd
- Revamped website design and visitor experience for Berkeley Formula Racing using Adobe XD and Hugo

## ADDITIONAL

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- **Skills:** Data Science, User Interviews, Market Research, Product Management, A/B Testing, UX Design
- **Programming Languages:** Python, Java, SQL, HTML, CSS, Javascript
- **Software Tools:** Git, IntelliJ, Jupyter, Mapbox, Adobe Photoshop, Adobe Lightroom, Adobe XD, Figma
- **Frameworks:** Pandas, Numpy, Scikit-Learn, Matplotlib, JUnit, OpenStreetMap
- **Broke a World Record:** Largest human letter