
Harveen Kaur Anand

hanand1@babson.edu | +1 (617) 784-1666 | <https://www.linkedin.com/in/harveen-anand/>

EDUCATION

- **Babson College, School of Business, Wellesley, MA**
Bachelor of Science, expected May 2024
- **Pathways School Noida, Noida, India**
International Baccalaureate: Middle Years Program and Diploma Program, May 2020

RELEVANT WORK EXPERIENCE

- **Atlas Urban Farms, Marketing team, Wellesley, MA (Dec 2021 – July 2022)**
 - Design marketing campaigns to educate audience about hydroponics and increase engagement in popup garden and mixology events
 - Outreach to various co-working spaces in Babson College and the greater Boston area to host our towers
- **Weissman Foundry Scout, Babson College (Sept 2021 - present)**
 - Trained Babson, Olin, and Wellesley College students in the wood-shop and on the vinyl cutter
 - Advised students on various design projects like table building competitions, 3D designs, and logo designs
 - Helped students with various tools and machinery like 3D printers, laser cutters, wood-shop, and DSLR cameras
 - Hosted 'Anatomy of a Logo' workshop in fall 2021 for the students of Babson, Olin and Wellesley College to help them with logo designs for their ventures
- **Digital Media Marketing Intern, Indya Genius (June 2020 – Nov 2020)**
 - Designed a marketing campaign on Instagram to create awareness about dying Indian art forms
 - Promoted products like clothing, crockery, and jewelry through Instagram, blog posts, Amazon, and Flipkart
 - Increased social media engagement by 100% by increasing 2000 followers on Instagram

LEADERSHIP AND COMMUNITY ENGAGEMENT

- **Set Designer, Babson Players, Babson College (Feb – April 2022)**
 - Design the set for a musical production of 'Grease'
 - Collaborate with the director, stage manager, light and sound manager, and others to bring the production to life
- **Sai Baal Sansaar, Volunteer Work (Aug 2018 – March 2020)**
 - Taught English to students with special needs
 - Organized football and basketball coaching and matches
- **Director, Interact Club (Dec 2018 – Dec 2019)**
 - Organized a donation event for the school support staff (*Abhaaar Utsav*)
 - Partnered and raised funds for 'Action for Autism,' 'Shuddhi,' and 'Water Aid'
- **Eco-Construction project in Auroville, (2019)**
 - Travelled to the South of India, to construct bricks and houses using eco-friendly material and techniques
- **Habitat for Humanity, (2018)**
 - Travelled to Saindul, Uttarakhand, India to build houses

ADDITIONAL WORK EXPERIENCE

- **Hydroponics Business Project, Nagpur, India (2018 – 2020)**
 - Researched producing and selling hydroponic crop in a profitable way, in the Indian market
 - Conducted a pilot project in Nagpur, India, and employed women farmers in the area
- **The Closet, Project W, Babson College (Jan 2021 – May 2021)**
 - Designed an online shopping portal that allows people to shop outfits reducing the amount of time spent shopping
 - Researched the market and competitors to design a more viable service for college students
 - Designed a prototype using Figma in a team of three
- **Microsoft Idea-thon, CODE club, Babson (Nov 2021)**
 - Re-designed the GroupMe app in a team of three in 36 hours
 - Designed a prototype using Figma for business school students

SKILLS

Computer Aided Design, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe XD, Figma, Python, R Studio
Languages: English, Hindi, Punjabi, Spanish (beginner)