

Hersh Patel

patel.hersh@rutgers.edu • 732.853.3885 • hershpatel.com

Education	<p>Rutgers University - New Brunswick • May 2019</p> <p>B.S. in Computer Science and Economics</p> <p>Cumulative GPA: 3.83/4.00</p> <p><i>Relevant Coursework:</i> Grad Artificial Intelligence (520) • Grad Pattern Recognition (535) • Smart Cities (494) Algorithms (344) • Systems Programming (214) • Distributed Systems (417) • Game Theory (482) • Behavioral Econ (480)</p>
Experience	<p>Amazon • <i>Software Engineering Intern</i> • May 2018 - August 2018</p> <ul style="list-style-type: none">Launched a smart labeling feature across 1.4B+ virtual dash buttons to drive interaction of inactive buttonsDesigned an A/B test to evaluate potential growth in customer conversion rate for the top 100 replenishable productsBuilt Java microservices with AWS DynamoDB and SpringMVC to display smart labels for targeted customer groups <p>Bloomberg • <i>Market Data Summer Analyst</i> • June 2017 - August 2017</p> <ul style="list-style-type: none">Built an autonomous data extraction program for 150+ page reports to reduce manual analysis by 25+ hours monthlyRedesigned the power data API with Python's NTLK and Beautiful Soup according to 8 client's recommendations <p>NBCUniversal • <i>Data Analytics Intern</i> • June 2016 - August 2016</p> <ul style="list-style-type: none">Leveraged customer purchase KPIs, with SQL, to propose a 40% increase in Fandango's user retention rateFormulated a high throughput data pipeline for Hadoop to simplify a manual data retrieval process by 3 hours <p>Rutgers Department of Computer Science • <i>Teaching Assistant</i> • January 2018 - Present</p> <ul style="list-style-type: none">Fall 2018 - Foundations of Business Programming (136:388)Spring 2018 - Intro to Discrete Structures 2 (198:206)
Projects	<p>Smart Cities • <i>Independent Study</i> - Professor Desheng Zhang • January 2018 - Present</p> <ul style="list-style-type: none">Researching the feasibility of real-time sharing of sensor data within heterogeneous vehicular networksAnalyzing spatio-temporal granularities of human mobility patterns in Shenzhen, China to predict mobility uniqueness <p>NBC Innovation Competition • <i>1st out of 30+ Teams</i> • August 2016</p> <ul style="list-style-type: none">Led a cross-functional team of 5 (programming, design, analytics, explainability) to build a NBC News chatbot <p>Find My Ride • <i>5,000+ Downloads</i> • March 2015</p> <ul style="list-style-type: none">Developed an iOS Application in Swift that helped users to navigate to their parked cars
Leadership	<p>TEDxRutgers • <i>President</i> • <i>Tech Director</i> • December 2015 - Present</p> <ul style="list-style-type: none">Achieved 90% growth (~500 to ~1k members) over one year by identifying attendance trends in member dataLed team of 20 (Design, Marketing, Tech, Finance, Logistics) to host conferences with 1k+ attendees and 10 speakers <p>Institute of Electric and Electronic Engineers (IEEE) • <i>Machine Learning Group</i> • November 2016 - February 2018</p> <ul style="list-style-type: none">Hosted weekly paper seminars where 25+ students gathered to explore various topics in deep learningBuilt a Handwritten Equation Solver (90% accuracy) with 5 others by utilizing a Haar Cascade like approach <p>HackRU • <i>Marketing Director</i> • <i>Peer Mentor</i> • January 2016 - August 2016</p> <ul style="list-style-type: none">Founded a brand ambassador program to humanize marketing campaigns, resulting in a 40% registration increaseOrchestrated a series of web development talks on HTML/CSS, Bootstrap, and Flask to educate 80+ members <p>BAPS Charities • <i>Regional Youth Activities Volunteer</i> • September 2011 - Present</p> <ul style="list-style-type: none">Plan, oversee, and speak at regional summer camps and weekly assemblies for 3k+ children with team of 12 members
Skills & Interests	<p>Programming: Python • Java • SQL • R • C • HTML • CSS • JavaScript • Linux • x86</p> <p>Tools: Hive • Spark • Stata • Hadoop • Git • Bloomberg Terminal • AWS (Lambda, Redshift, EC2, CloudFormation, S3)</p> <p>Activities: PennApps • HackNY • BigRed//Hacks • Delta Sigma Pi • Professional Business Fraternity</p> <p>Interests: Traveling • Running • Photography • Volunteering • Bhangra & Bollywood Music</p>