Hersh Patel

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Education

Rutgers University - New Brunswick • *May 2019*
B.S. in **Computer Science** and **Economics** • Minor in **Mathematics**
Cumulative GPA: **3.81/4.00**

Relevant Coursework: *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)

Experience

Amazon • *Software Engineering Intern* • *May 2018 - August 2018*
‣ Launched a smart labeling feature across 1.4B+ virtual dash buttons to drive interaction of inactive buttons
‣ Designed an A/B test to evaluate potential growth in customer conversion rate for the top 100 replenishable products
‣ Built Java microservices with AWS DynamoDB and SpringMVC to display smart labels for targeted customer groups

Bloomberg • *Market Data Summer Analyst* • *June 2017 - August 2017*
‣ Built an autonomous data extraction program for 150+ page reports to reduce manual analysis by 25+ hours monthly
‣ Redesigned the power data API with Python's NTLK and Beautiful Soup according to 8 client's recommendations

NBCUniversal • *Data Analytics Intern* • *June 2016 - August 2016*
‣ Leveraged customer purchase KPIs, with SQL, to propose a 40% increase in Fandango's user retention rate
‣ Formulated a high throughput data pipeline for Hadoop to simplify a manual data retrieval process by 3 hours

Rutgers Department of Computer Science • *Teaching Assistant* • *January 2018 - Present*
‣ *Fall 2018* - Foundations of Business Programming (136:388)
‣ *Spring 2018* - Intro to Discrete Structures 2 (198:206)

Projects

Smart Cities • *Independent Study - Professor Desheng Zhang* • *January 2018 - Present*
‣ Researching the feasibility of real-time sharing of sensor data within heterogeneous vehicular networks
‣ Analyzing spatio-temporal granularities of human mobility patterns in Shenzhen, Chain to predict mobility uniqueness

NBC Innovation Competition • *1st out of 30+ Teams* • *August 2016*
‣ Led a cross-functional team of 5 (programing, design, analytics, explainability) to build a NBC News chatbot

Find My Ride • *5,000+ Downloads* • *March 2015*
‣ Developed an iOS Application in Swift that helped users to navigate to their parked cars

Leadership

TEDxRutgers • *President* • *Tech Director* • *December 2015 - Present*
‣ Achieved 90% growth (~500 to ~1k members) over one year by identifying attendance trends in member data
‣ Led team of 20 (Design, Marketing, Tech, Finance, Logistics) to host conferences with 1k+ attendees and 10 speakers

Institute of Electric and Electronic Engineers (IEEE) • *Machine Learning Group* • *November 2016 - February 2018*
‣ Hosted weekly paper seminars where 25+ students gathered to explore various topics in deep learning
‣ Built a Handwritten Equation Solver (90% accuracy) with 5 others by utilizing a Haar Cascade like approach

HackRU • *Marketing Director* • *Peer Mentor* • *January 2016 - August 2016*
‣ Founded a brand ambassador program to humanize marketing campaigns, resulting in a 40% registration increase
‣ Orchestrated a series of web development talks on HTML/CSS, Bootstrap, and Flask to educate 80+ members

BAPS Charities • *Regional Youth Activities Volunteer* • *September 2011 - Present*
‣ Plan, oversee, and speak at regional summer camps and weekly assemblies for 3k+ children with team of 12 members

Skills & Interests

Programming: Python (Pandas, NumPy, SciPy, OpenCV) • Java • SQL • R • C • HTML • CSS
Tools: Hive • Spark • Stata • Hadoop • Git • Bloomberg Terminal • AWS (Lambda, Redshift, EC2, CloudFormation, S3)

Activities: PennApps • HackNY • BigRed//Hacks • Delta Sigma Pi - Professional Business Fraternity
Interests: Traveling • Running • Photography • Volunteering • Bhangra & Bollywood Music