

HARSHITH (HARSH) KRISHNA VANAM

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Austin, TX • (972) - 832 - 0672

EDUCATION

The University of Texas at Austin	Bachelor of Business Administration Major: Management Information Systems Minor: Corporate Finance and Investment	May 2023
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EXPERIENCE

Toybrary - Project Manager; Austin, TX Jan 2023 - Jun 2023

- Led Agile team of 2 software engineers and 2 business analysts through full project lifecycle including discovery, planning, 6 sprints, UAT, daily standups, and lastly change management
- Optimized product backlog management, reducing project timeline by 20% (from 30 weeks to 24 weeks) through prioritization, story refinement, and enhanced alignment.
- Ensured project success through proactive stakeholder engagement, maintaining open communication channels, gathering requirements, and aligning product vision with priorities for development.

Matilda Inc - Software Engineer; Richardson, TX Jan 2022 - Jan 2023

- Automated 40% of endpoint testing using Postman collections to validate reliability of callback URLs in real-time, accelerating release cycles by 2x.
- Built reusable Python REST APIs connecting legacy systems into an integrated in-house platform with AWS, Azure, and GCP
- Reduced downtime of product specific function alert system by 10% by optimizing 200+ lines of backend code to prevent system crashes and improve response times

Feel So Good - Strategy Consultant Intern; Austin, TX Jan 2022 - July 2022

- Analyzed the company's marketing strategies and identified opportunities to optimize their targeted ads on Facebook and Google, resulting in a 17% reduction in social media marketing expenses
- Created a comprehensive growth framework for a new sister location, leveraging data-driven insights such as target audience, average purchase value, conversion rates, and local competition, resulting in a successful launch
- Implemented a new site structure and SEO optimization for products on the site, which increased organic traffic by 10% and improved overall user experience

Finserve LLC - Private Wealth Management Analyst; Dallas, TX Dec 2019 - Aug 2021

- Delivered portfolio analysis support and ensured continued strategy on risk tolerance for 20+ high net worth clients, achieving 95% client retention rate.
- Created financial planning templates that streamlined prospect onboarding, reducing repetitive processes by 20% and improving client acquisition rate by 13%.
- Presented data-backed retirement strategies to senior management for high-net-worth clients, providing actionable insights into market trends that influenced portfolio management decisions.

PROJECTS

One Earth One Chance - Junior UX Designer; Dallas, TX Jan 2023 - May 2023

- Spearheaded discovery meeting with nonprofit client to identify website redesign goals, including increasing sponsorships, recurring volunteer sign-ups, and online donations by 35%
- Uncovered critical website usability issues through formal interviews with 15 users, pinpointing improvements needed to reduce bounce rate 10% in redesign.
- Developed mobile-first wireframes, UI components, and interactive prototypes aligned to brand guidelines, facilitating design reviews with client founders, and handed off pixel-perfect assets to developers

ADDITIONAL INFORMATION

Certifications: Certified Scrum Product Owner (CSPO)

Skills: MySQL, Python, Num.py, Jira, Flask, React, Figma, Photoshop, Canva, MS Office Suite, Logic Pro X, Final Cut Pro

Interests: Scouting, AI, Web3, Design, Tennis, Cinematography, Vintage Vehicles

Work Eligibility: Eligible to Work in the US with No Restrictions