

LAKSHAY GULATI

+91 9560455875 |lakhaygcodes@gmail.com|Male, 22 Years

EDUCATION

B.Tech - Mechanical Engineering	2020-24	Netaji Subhas University of Technology	8.24 CGPA
Class XII	2019	Amity International School , Saket	94.4%
Class X	2017	Amity International School , Saket	10 CGPA

INTERNSHIPS

Product Intern, Park+

(Jan' 24-Feb'24)

- Directed the development of enhanced FASTag activation, **elevating revenue and user retention** for FASTag recharge by **15%**
- Analyzed app **Car Loan service KPIs** to inform strategies for improving CTR and expanding the user base
- Crafted and managed **5 PRDs for FASTag activation** across clients like IDFC Bank, Airtel, and Yes Bank
- Worked with **OEMs like TATA , MG , Mahindra , MSIL** for park+ services in the car head unit and app , amplifying the user base
- Developed wireframes for Car Loan service landing page, **optimizing user flow to reduce drop-off** at the payment page

Product Intern, Authscate

(July' 23-Dec'23)

- Led the development of **Authscate Dashboard**, collaborating with **10+** Engineering and Design Team members
- Analyzing the **KPIs** from the data to help determine strategies and **gain operational achievements**
- Created and managed **5 PRDs** for Authscate Dashboard, aligning with customers, investors, and product vision
- Engaged with a pool of **100+ prospective clients**, conducting product demos and delivering a conversion rate of **11%**
- Secured a **pre-seed** funding round of **7.5 Lacs** with the Innovation and Incubation Centre (IIF - NSUT)

Software Development Intern, Publicis Sapient

(May' 23- July' 23)

- Reduced **test case writing time** by **57%** by utilizing generative AI to create and compare test cases with developer-written ones
- Significantly increased **test case coverage** by **42%** on the customer's web application
- Implemented changes and conducted thorough testing using **JUnit**, ensuring the robustness of the application
- Optimized** the web application by **8%** under high user loads, tested using **Apache JMeter**

PROJECTS

Comprehensive Business Analysis of Indian E-Grocery Market

- Performed **in-depth analysis** to identify key **market growth drivers** and **trends** related to supply and demand dynamics
- Analyzed **BigBasket, Blinkit, and Zepto** to compare business models, user experience, journey, and value propositions

Probook - A Social media platform to post professional life content and network

- Developed a **web application** inspired by linkedin for professionals to connect and network
- Enabled users to create and share professional posts, fostering meaningful discussions. Utilized **modern design principles** for a responsive and **visually appealing interface**. Built signup, authentication, and user profile feature

POSITIONS OF RESPONSIBILITY

Vice President , Ashwamedh - Dramatics Club NSUT

(Jun' 23 - Present)

- Organized **Soch '23**, overseeing **sponsorship** and **public relations** and **25+** team members resulting in **2000+** footfall
- Led a team of **40+ members** at Mood Indigo IIT Bombay, and secured **2nd position** out of **50 teams** in the Street Play Competition
- Directed **2 Short Films** for the **Indian Film Project** 2021 and 2022, and worked with **20+** actors
- Acted in several street plays in the past **3 years**

Director , The Quiz Club NSUT

(Jan' 23 - Present)

- Organized **10+ quizzes** in a span of 1 year, resulting in a footfall of 1000+ students
- Led a team of 4 people and secured **1st position** in General Quiz Competition at Hansraj College, University of Delhi

EXTRA CURRICULAR ACTIVITIES & ACHIEVEMENTS

- Awarded 1st position in Pitch-Perfect G-20 Summit ,Startup idea and demo pitching, December 2022
- Publicis Sapient Hackathon 'Jumpstart' India Finalist, June 2022
- Flipkart Grid 4.0 Hackathon Semi-Finalist, July 2022
- Awarded 2nd Position in CDF-Nsut Quiz , 2021
- Secured 1st Position in Oneiros Business-Tech Quiz , Manipal University Jaipur 2019
- First runner-up – CaseFolio 2023 by Maharaja Surajmal Institute

SKILLS

- Languages:** Java, Solidity ,Javascript , Python
- Frameworks/Tools:** Amplitude , SQL , ReactJS , SpringBoot , NodeJS , Git
- Platforms:** Linux, Windows, Google Cloud Platform
- Design and Video Editing:** Canva, Photoshop, After Effects, Premiere Pro, Final Cut Pro, DaVinci Resolve
- Non-Technical Skills:** Leadership, Problem Solving, Creativity, Public Speaking, Risk Management