Maharshi Patel

BASc. Honours Mechatronics Engineering (2019) | University of Waterloo
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SKILLS

Versatile professional with expertise in integrating systems, improving operational processes, and deploying IT solutions to enhance business efficiency. Adept at setting up e-commerce platforms, automating inventory control, and optimizing customer management. Strong experience in fostering client and vendor relationships, along with crafting and executing go-to-market strategies to support business expansion and streamline operations. Skilled in delivering tailored technical support and solutions for small and growing businesses

EXPERIENCE

Rakam – E-comm Retail | USA & Canada 2025 – current
Product Launch and Market Strategies
- Creating AI driven software that can execute **go-to-market** strategies for E-comm platform to achieve **90%>** market demand
- Managing finance and operational workflows to enhance efficiency, focusing on streamlining customer management, order processing, and inventory tracking in e-comm retail business environments

Chai Culture Co. | London, Canada 2021 – 2024
Product Development and Marketing
- Contributed to developing and executing **go-to-market** strategies for Chai products, aligning product with market demands
- Managed IT and operational workflows to enhance efficiency, focusing on streamlining customer management, order processing, and inventory tracking in small business environments
- Managed client and vendor relationships to ensure smooth communication and project delivery, enhancing customer interactions and building supplier partnerships to improve business efficiency
- Applied design best practices and ensured compliance with industry standards, including **ISO** guidelines, to deliver reliable and scalable IT solutions that meet regulatory and business requirements

Autoscale CNC Inc. | Concord, USA 2020 - 2021
Head Of Product Engineering
- Leading a team of engineers and designers to create a carbon-fiber gantry based 5 Axis CNC mill, and 3D-Printer
  - Using DFA, DFM and topological-optimization, able to achieve 80% weight reduction from conventional gantry system
- Using IoT technologies to make one of the smartest subtractive and additive machines on the market
- Working with several vendors and partners to implement our product in state of the art facilities worldwide; gained 35 users

Kai Concepts | Oakland, USA 2019 - 2020
Mechanical Design Engineer
- Designed production parts for the surfboard in SolidWorks & Fusion360; successfully implemented in 45% of current boards
- Reduced the board price by $1.55 by replacing 3 screws in the power plug with a patent pending fastening mechanism
- Using topological-optimization to design a new strut for the surfboard to save ~250g in weight and $3.67 in value
- Led a project to streamline the CAD library to better design workflow; subjected to 40% faster design iteration
- Sourced and maintained relationship with vendors and global manufacturing partners to support full production run

Apple Inc. | Cupertino, USA 2018
Mechanical Engineering Intern (iPhone)
- Reduced 90% manual time and saved $200K in value by designing an algorithm that maps device test data to root-cause symptoms using Python, MATLAB & JMP; the algorithm gave accurate results of up-to 96%
- Presented the algorithm to over 15 Internal teams to push for adoption; gained several users to use the algorithm

Technical University of Hamburg (TUHH) and Airbus | Germany 2017
Mechanical Engineering Research Intern
- Developed an algorithm to map a bionic shape to a geometric structure in MATLAB; reduced 90% of simulation time
- Created SolidWorks model from the algorithm result and simulated the structure to visualize load paths using Abaqus
- Conducted DOE for testing and validating simulation results using additive manufacturing technologies

General Motors | Canada 2016
Mechanical/Manufacturing Engineering Intern
- Led 8-men team to reduce scrap engine blocks; resulting in a 35% decrease of scrap block and $250K in savings per year
- Implemented new design solutions for assembly line to increase production throughput by 10%