

# Anant Mishra

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## EDUCATION

### University of California, Haas School of Business

Berkeley, CA

Post Graduate Business Administration and Management (3.7 GPA)

Expected Graduation May 2023

Relevant Coursework: Product Management, Pricing, International Marketing, Business Decision Making, Negotiations and Conflict Resolutions, Fintech, Climate Change and Business Strategy, Intellectual Property for Entrepreneurs.

### SRM Institute of Science and Technology

Chennai, India

Bachelor of Technology - Computer Science (9.4 CGPA)

June 2018 – May 2022

Relevant Coursework: Data Structures and Algorithms, Java, C, C++, Computer Organization and Architecture, Computer Communications and Networks, Data Science, Data Mining, Probability Theory and Discrete Mathematics.

### Asia University, Taiwan

Taichung City, Taiwan

Certification in Economics and Investments (9.0 CGPA)

Sept 2021 – Jan 2022

Relevant Coursework: Financial economics: Studied financial markets and the behavior of financial assets such as stocks, bonds, and derivatives & Behavioural Finance

### University of California, Sutardja Centre of Entrepreneurship and Technology

Berkeley, CA

Minor in Entrepreneurship and Technology (3.6 CGPA)

Jan 2020 – May 2020

Relevant Coursework: Technology Entrepreneurship, Technology Design Foundation, Data Science, Special Topics in IEOR, Behavioural Economics and Data Mining.

## WORK EXPERIENCE

### Deloitte

Remote

Business Technology Analyst

Jan 2022 – June 2022

- Analyzed the needs of the team to increase efficiency by brainstorming with the company leaderships and came up with innovative digital solutions. Improved work environment by implementing solutions like gamified platforms and booking platforms.
- Responsible for solving multidimensional problems like increasing the user experience, taking care of the complexity of the algorithm, working on Fullstack on the platform, for the clients by developing webapps and updating their websites on SharePoint, which resulted in a 50% increase in NPS score.

### Momento LLC

Berkeley, CA

Associate Product Manager

Jan 2021 – Dec 2021

- Examined the various client segments via customer interviews, grouped them according to age gaps and frequency and positioned the product by the value pricing technique which resulted in more efficient targeting and lower down the cost.
- Facilitated an Agile working environment using Jira and Kanban for 4 engineers to begin production of eCommerce platforms using PERN stack to ensure data consistency and scalability through PostgreSQL and also gave room for more innovation.
- Developed admin and manufacturers dashboard and integrated Google Analytics, Sendinblue, Square-up and created a customized white label in Shippo for the ease of the manufacturer.

### UI/UX Designer

June 2020 – Dec 2020

- Designed innovative solutions such as interactive training modules and developed roadmaps to address up to around user issues by compiling most frequently filed customer issues, user interviews, and brainstorming with the company leadership.
- Developed a more intuitive and streamlined interface that resulted in improved user engagement and of the consumers and 16% hike in sales.

### SRM IIEC (Internship)

Remote

Business Analyst

Oct 2021 – June 2022

- Analyzed the gated entry of the Indian Startup Ecosystem, led a team of 8 to built an exclusively student-run incubation hub promoting the Berkeley Method of Entrepreneurship and provided guidance to students through mentors and channels such as Ideathons and Bootcamps. Founder's club, a student-run organization currently ranks amongst the top 7 Entrepreneurship Cells in India.

### Converge (Internship)

Remote

Product Designer

Aug 2018 – June 2019

- Conducted surveys at over 25 high schools to identify gaps in exposure to contemporary college curricula and potential areas of interest. Collaborated with a team of 3 to design and launch a website and comprehensive career magazines, resulting in sales of over 60,000 copies across 92 high schools in India.

## PROJECTS

### Shopify Application for the framing industry (React, Nodejs, PostgreSQL)

Aug 2022 – Present

- Brainstormed with product lead on the market for the framing industry. Conducted 90+ customer interviews and 1000+ surveys.
- Facilitated an Agile working environment using Jira and Kanban for 4 engineers to begin production of eCommerce platforms using PERN stack and helped leadership in product pricing and positioning.
- Launched an ecommerce website and application with better UI and helped the marketing team acquire the first 100+ customers.

<b>Gamified platform for Aspiring Managers</b> ( <i>HTML, CSS, JavaScript, jQuery, SharePoint</i> )	<b>Jan 2022 – June 2022</b>
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- Researched in the area of client and market growth to look for specific consumer needs, collaborated with a team of 5 to create the most optimal UI and a full-stack web game that enables teams to engage in gameplay while they brew their coffee, which increased their efficiency.
- Offers a gamified digital solution to assess and raise potential managers' EQ. Educated clients about the usage of the platform and gained satisfaction rate on the new learning platform.

<b>SRMIIEC &amp; Fab-lab</b> ( <i>MERN Stack</i> )	<b>Oct 2021 – June 2022</b>
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- Led a team of 3 to build websites on full stack for Incubation Center and Fabrication Lab using JavaScript and MongoDB.
- Integrated payment portal and created a database for 540 students by providing each student their portal to issue tools from the fabrication lab. Created a test bench for the fabrication lab to test the tools with a test success rate of around 68%.

<b>Sentiment Analysis of a company in the market</b> ( <i>BERT, Bertweet, Roberta, Distil Roberta</i> )	<b>June 2021 – Dec 2021</b>
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- Build an algorithm that conducts Sentiment Analysis using Bert, Bertweet, DistilRoberta and Roberta. Compared all the algorithms using the Sentiment140 Dataset with 1,600,000 tweets extracted using the twitter API to get the most efficient output.
- Successfully compared the algorithms with 83% accuracy and 86% precision for RoBERTa and 79% accuracy and 82.5% precision for distilRoBERTa.

## SKILLSET & TOOLS

Product Design and Development | Product Pricing and Positioning | Business Analysis & Development | Strategy | Figma | JavaScript | React | Java | SQL | PowerBI | AGILE | SharePoint | JIRA | Kanban | Trello | Road mapping | Microsoft Office (Word, PowerPoint, Excel) |