

# SAMUDRA NEELAM BHUYAN

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## EDUCATION

- Master of Information Management and Systems** (Focus: Product Management, User Experience) **2016**  
School of Information, UC Berkeley  
*Awarded The School of Information Fellowship, the highest award for an incoming student*
- Bachelor of Engineering (Information Technology)** **2007**  
Fr. Conceicao Rodrigues College of Engineering, University of Mumbai *First Class*

## EXPERIENCE

- Product Management intern, Autodesk** (June, 2015 – August 2015)  
Managed UX research, design and product roadmap for a new user acquisition flow on A360 Online Viewer that on launch quickly became no. 1 channel for new user signups
- Lead, Inbound Marketing, MindTickle** (Dec, 2013 - June 2014)  
Created branding and marketing strategy for the MindTickle learning platform and executed on them  
Worked closely with product team to conceptualize and execute content creation framework for inbound marketing
- Product Designer, SourceEasy** (Oct 2013 – Nov 2013)  
Conducted needs assessment interviews with relevant stakeholders, including customers and factory supervisors  
Designed information architecture, user flows and interactions for apparel manufacturing supply chain application
- Co-founder, Examify** (June, 2012 – Oct 2013)  
Designed and launched product that achieved 100,000 users in 10 weeks, with \$0 marketing expenditure  
Iterated on the user flows and interfaces based on Google Analytics / KISSmetrics analytics data  
Managed operations and vendors across 5 different cities, including customer development and service
- Founder, PearGMAT** (2011–2012)  
Designed a gamified GMAT prep product using the Fogg Behaviour Model for students develop better study habits  
Developed instructional material for different modules of GMAT, including video lessons  
Tested subject material and gamification methodology on over 300 students
- Marketing IT Manager / Instructor, GMAT Toppers** (2010 – 2011)  
Analyzed the startup's requirements, and then designed and built their CRM  
Redesigned the GMAT preparation product using new pedagogical techniques for improving results
- Subject Matter Expert, Amdocs DVCI** (2007 – 2009)  
Designed, developed, tested and deployed features of the Excelcom Indonesia Prepaid Billing system

## PROJECTS

- Wikipedia as a graph:** Used d3.js and Neo4J to create an interface allowing users to browse Wikipedia as a graph, unearthing hidden information about the structure of the knowledge graph. *Project for InfoViz class*
- Pronto:** led team that designed, validated and implemented a mobile app allowing small business owners to create hyper local, hourly deals to get rid of expiring inventory. *Won 1<sup>st</sup> prize & audience prize at >Play Hackathon 2014*
- Blossom:** performed customer discovery for a mobile communication app for parents and teachers, that puts all the communication around the childrens' lives in one place. *Project for The Lean Launchpad™ class taught by Steve Blank*
- FREEedback:** designed an app to allow students at professional schools to give and receive anonymous but useful feedback. *Project for User Interface Design & Development class*
- LeanTrack.in:** created a web app to help startups and entrepreneurial teams better track their hypotheses and the lessons learnt from their experiments. *Side project*
- Creepy Web:** created a tangible interface that allows users to experience the real-life implications of having their online data shared by websites with 3<sup>rd</sup> parties. *Project for Theory & Practice of Tangible User Interfaces class*

## SKILLS

- Management:** Product management, Team building, Agile project management
- Design:** Contextual Inquiry, Interviewing, Wire-framing, Usability testing, Customer Development
- Tools:** Balsamiq, JustInMind, Sketch, Pivotal Tracker, Hubspot, Salesforce, Tableau
- Databases:** MySQL / Postgres
- Frameworks:** Django (Python), Twitter Bootstrap (HTML / CSS)