

Neev Lamba

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EDUCATION

University of Michigan College of Engineering

B.S.E. in Computer Science and Minor in User Experience & Design

Ann Arbor, MI

2021 – 2024

- Cumulative GPA: 3.40/4.00
 - Achievements: University Honors, Dean's List
 - Activities: Kappa Theta Pi - Professional Tech Fraternity; MECC Consulting Group; MProduct - Product Management Club; Indian American Student Association
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EXPERIENCE

BORN Group

Product Management Intern

New York, NY

Summer 2023

- Collaborated with development, user experience, and strategy teams to create three deliverables resulting in a 15% increase in efficiency in Nissan's internal management: a service blueprint targeting pain points, an in-depth heuristic review that identified key customer journeys and problems, a full-stack application to simplify management system
- Pitched and engineered a full-stack application (JavaScript, React) synced with backend Nissan servers, leading to a 30% reduction in manual tasks and optimize application usability to transform Nissan's internal and external experience

Amber Group

Data Analysis Intern

Salt Lake City, Utah

Summer 2022

- Prepared an extensive industry and market analysis by conducting a competitor analysis through tracking onboarding processes, mobile app functionalities, and customer incentives, presented to executive team to help decide whether entering the US market was a viable decision and led to a projected 10% increase in company revenue in the US market
- Created a mobile app layout, designing the interface to streamline the onboarding process by minimizing the process to 4 pages and create a user-centric interface, assisting the client with their launch overseas and boost its retention rate by 10%

Soulmynt

Developer

Ann Arbor, MI

2022 - Present

- Developed a blockchain application using Solidity centered around the use of smart contract abstraction technology allowing for easy distribution and display of non-transferable credentials resulting in an increase in user adoption by 8%
- Designed a website using HTML/CSS and optimized social media presence to market the product and raise awareness by onboarding 20 users while developing a revenue model based on a base restrictive access version and scalable revenue

MECC Consulting Group

MediHealth - Project Consultant

Ann Arbor, MI

2023 – Present

- Programmed a full-stack application utilizing Dart and Flutter framework, featuring patient landing pages and storing data such as videos, and recordings aimed at targeting the elderly demographic and connecting them with their loved ones
- Built a relational database using SQLite (a package that connects Flutter and SQLite), customizing it with multiple databases that interact with each other to ensure it works efficiently with a 30% improvement in data storage and media

Aethia Outdoors - Project Consultant

2022 – 2023

- Produced a complete competitive analysis of 15+ companies in the surfing industry and built a market layout broken down by demographics and CAGRs providing the client with market statistics to achieve a 10% market share by 2026
 - Analyzed market trends from the last 7 years to devise a marketing strategy based on target age, location, and income demographics within the US providing the client with a more comprehensive understanding of the market
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PROJECTS

- Rush App: Developed interactive rush app using flutter framework and Dart to streamline communication between brothers and prospective members, onboarded over 200 prospective members during winter 2023 recruitment season
- WasteBot: Built a machine learning algorithm in Python using unsupervised learning to classify over 3000 items of trash between compost, recycling, and landfill at an 82% success rate and pair with a robot to sort the items into distinct buckets
- YouTube Demo: Constructed a YouTube clone application using React and JavaScript Native, integrating with the YouTube API to display 50 videos in the main feed and implemented a sidebar feature for content filtering

ADDITIONAL

- **Languages:** C++, Python, JavaScript, HTML/CSS, SQL, Solidity, Dart
- **Technologies/Frameworks:** Git, Firebase, AWS, Node.js, React Native, Figma