Neev Lamba

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EDUCATION

University of Michigan College of Engineering   **Ann Arbor, MI**
B.S.E. in Computer Science and Minor in User Experience & Design   **Aug 2021 – Dec 2025**
- Achievements: University Honors, Dean's List; GPA: 3.3/4.00
- Activities: Kappa Theta Pi - Professional Tech Fraternity; MECC Consulting Group; MProduct - Product Management Club; Indian American Student Association
- Classes: EECS 485: Web Systems; EECS 370: Intro to Computer Org; EECS 281: Data Structures and Algorithms; EECS 203: Discrete Math; FIN 428: FinTech Innovations; MATH 215: Multivariable and Vector Calculus

EXPERIENCE

BORN Group   **New York, NY**
Product Management Intern   **May 2023 – Aug 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 backend management system
- Pitched and engineered a full-stack application (JavaScript, React) synced with backend Nissan servers, leading to a 5% reduction in manual tasks and optimize application usability to transform Nissan's internal and external experience
- Designed a high-fidelity mobile application for Fido's mobile application using tools like Figma and Miro and afterward, implemented the application using JavaScript and React to increase the client's conversion rate of customer sales

Amber Group   **Salt Lake City, Utah**
Data Analyst Intern   **May 2022 – Aug 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
- Devised a holistic strategy and user-centric design for the WhaleFin mobile application using competitor research, prompting a reevaluation of the existing onboarding framework and resulting in a reduction in new user drop-off rates
- 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 15%

Soulmynt   **Ann Arbor, MI**
Developer   **Nov 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%
- Concurrently created a website utilizing HTML/CSS to effectively promote the product, resulting in the successful onboarding of 20 customers and developed a revenue model involving a base restrictive access with add-on features

MECC Consulting Group   **Ann Arbor, MI**
MediHealth - Project Developer   **May 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 SQFLite (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   **Dec 2022 – Apr 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

PROJECTS
- **Recruitment App**: Developed interactive recruitment app for campus organization using Flutter and Dart to streamline communication with prospective members, onboarded over 200 new 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, Flutter, Figma