

# 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

### The BIO Agency & BORN Group

*Product Management Intern*

New York, NY

Summer 2023

- Shadowed product manager and collaborated with development, user experience, and strategy teams to create three deliverables: a service blueprint targeting pain points in Nissan's internal services management, 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, partnering with user experience team to optimize application usability and 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 would prove effective for expanding international presence
- Created a mobile app layout using Figma, designing the interface to streamline the onboarding process and create a user-centric interface, assisting the client with their launch in the US market and develop a high retention rate

### Soulmynt

*Developer*

Ann Arbor, MI

2022 - Present

- Developed a blockchain application using Solidity centered around the use of smart contract abstraction technology and underlying JSON allowing for the easy distribution and display of non-transferable credentials
- Designed a website using HTML/CSS and optimized social media presence to market the product and raise awareness 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 store user data and ensure that the backend of the application works as intended

*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 decide the best point of entry
  - 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 items of trash between compost, recycling, and landfill and pair with a prototype 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, Java Script, HTML/CSS, SQL, Solidity, Dart, Microsoft Office
- **Technologies/Frameworks:** Git, Firebase, AWS, Node.js, React Native, Figma