

# Neev Lamba

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## EDUCATION

### University of Michigan College of Engineering

*B.S.E. in Computer Science*

Ann Arbor, MI

2020 – 2024

- Minor in User Experience and Design
  - Achievements: University Honors, Dean's List
  - Activities: Kappa Theta Pi - Professional Tech Fraternity; MECC Consulting; MProduct - Product Management Club; Indian American Student Association
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## EXPERIENCE

### BORN Group

*Incoming Intern*

New York, NY

Summer 2023

### 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 platform layout using Figma, designing the user interface to streamline the onboarding process, 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

*Aethia Outdoors - Project Consultant*

Ann Arbor, MI

2022 – Present

- 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

### Steel City Codes

*Director of Community Engagement*

Pittsburgh, PA

2019 – 2021

- Established 4 new chapters at schools with underdeveloped computer science curriculums free of cost to help progress Steel City Codes' mission and expand outreach in the Pittsburgh area while promoting inclusivity in STEM
  - Planned community events such as hackathons and summer camps to teach students fundamental skills such as JavaScript, python, and basic object-oriented programming principles, reaching over 145 students in attendance
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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
- UtenSoul: Founded an early-stage startup centered around a portable cutlery washer aimed at hindering plastic waste and used CAD modeling to create a prototype paired with market analysis to determine a viable price point

## ADDITIONAL

- **Languages**: C++, Python, Java Script, HTML/CSS, SQL, Solidity, Dart, Microsoft Office
- **Technologies/Frameworks**: Git, Firebase, AWS, Node.js, React Native, Figma
- **Avid Sneaker Enthusiast**: Currently running a sneaker resale business selling to athletes