
EXPERIENCE

University of Sheffield | *Research Assistant*

Sheffield, UK | 10.2023 – 01.2024

- Conducted secondary research to identify the methodology for a set of 4 delayed forced-choice **experiments** to **investigate** the mode of **feature binding** at the Department of Psychology
- Designed the experiments using **HTML, CSS, JavaScript** and the **Tatool Web** framework to present the experiment as a **web application** and record behavioural data in a **MongoDB** database

University of Sheffield | *Project Assistant*

Sheffield, UK | 05.2023 – 08.2023

- Curating **questionnaires**, conducting **interviews**, and **quality-checking** raw survey data to assess the use and impact of AI on digital tools in education
- Led the research for curating a questionnaire dedicated to identifying the impact of AI in digital tools on **students with disabilities** in collaboration with the university's Disability and Dyslexia Services
- Extracting and aggregating insights from the **observational** and **semi-structured interviews** conducted

Entropik Tech | *Consumer Insights Analyst*

Bangalore, IN | 01.2022 – 04.2022

- Designed and implemented market research campaigns using Entropiks AI platforms (Affectlab, AffectUX) that integrated **facial coding, eye-tracking, and survey data** to investigate media, UX, print, or in-store campaigns
- Performed data analysis and synthesis using **MS Excel** and applied statistical techniques to generate insights and answer hypotheses regarding consumer behaviour for the given media
- Prepared and delivered engaging and informative presentations using **MS PowerPoint** to visualize data and communicate key findings and recommendations to clients helping boost turnover by 60%

EDUCATION

University of Sheffield | *MSc Cognitive and Computational Neuroscience*

Sheffield, UK | 2022-2023

- **Grade:** 2:1
- *Sheffield Bionics Society*

Panjab University | *PgD Cognitive Science and Human Factors*

Chandigarh, IN | 2020-2021

- **Grade:** A

Manipal School of Life Sciences | *BSc Biotechnology*

Manipal, IN | 2017-2020

- **Dissertation:** *in silico* prediction and molecular docking studies of confusarin isolated within the Dendrobium species
- **General Secretary** 2019-20

SKILLS

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|--------------------------------------------------------------|------------------------------------------------------------------------------------------------------|-----------------------------------------|
| • Data Acquisition | • Python (Pandas, NumPy, matplotlib, plotly, fastai, PyTorch, selenium, beautifulsoup, Flask) | • MS Office, Tableau |
| • Image Processing and Analysis (FSL, MATLAB, Python) | • MATLAB (PsychToolBox, EEGLAB) | • PostgreSQL, MongoDB |
| • Signal Processing (EEG, fMRI) | • HTML, CSS, JavaScript | • GCP (Looker, BigQuery, LookML) |
| • Machine Learning | | |

