Sindhu Srinivas Prasad

609-874-3509 | srinivasprasad.s@northeastern.edu | LinkedIn| GitHub

EDUCATION

Northeastern University, Boston
Master of Science, Information System   **Expected December 2023**
Relevant Coursework: User Experience and Design | Web Design and User experience | Database Management and Database Design | Application Engineering and Development | Data Science Engineering methods and Tools | Planning and Managing Information Systems

Visvesvaraya Technological University, India
Bachelor of Engineering, Information Science Engineering   **June 2019**

SKILLS

Design: Figma, Balsamiq, Axure, Mockups, Adobe(XD, Illustrator, Photoshop, After Effects), Sketch
Front-End: JavaScript(ReactJS, Node.js, Material UI), CSS, VS Code

Data Visualization: Tableau, Google Data Studio, PowerBI
Data Analysis and Databases: Advanced Excel, SQL Server Management Studio, Oracle Database, MySQL
Competencies: Product and Project Management, Data Analytics, Data Visualization, Agile

ACADEMIC PROJECTS

Web Developer/Designer, Flex Appeal: a fitness tracking web app   **January 2022 - May 2022**
- Coded and collaborated with software developers to build a dynamic web application with features of dashboard, CRUD operations for athletic tracking, food tracking via React and Node.js, and created RESTful APIs in JSON format
- Singlehandedly coded and designed weather prediction page with dynamic background based on weather conditions using open-source OpenWeather API
- Wireframed the entire web application flow in Moqups & Illustrator, and edited image assets in Photoshop
- Led responsive designs for logo, branding, color palette, interaction design, information architecture

UI/UX Designer, Booking.com : a with a solution for redesigning the application   **August 2022 – December 2022**
- Prototyped and designed brand logo, style guide, onboarding, app interface and visual design on Figma
- Interviewed 20 potential users for user research, and created user personas and task flow based on research
- Mapped user journey and information architecture using design thinking and navigation system principles
- Reduced cart abandonment by 17% percent and increasing user interaction by simplifying navigation

Design and Implementation of vsStor: A large scale video surveillance storage system   **January 2019 – June 2019**
- Designed a PB-scale, network-based video surveillance storage system which is used for storing thousands of streams
- Implemented scale-out architecture, which allows performance to grow by adding more hardware
- Conceptualized use of clustered architecture for connecting various machines and rely on the webservice mechanism for communication between them

EXPERIENCE

Product Analyst, Epsilon, India   **November 2019 - December 2021**
- Served as a primary operations contact between Data Client Solutions, Sales, Model Performance, and Product Management to provide the highest quality products and services to internal and external customers
- Analyzed custom file manipulation and conversion for use in statistical mail-file modeling as well as gathered competitor data for analyzing pricing, product sales, and marketing strategies
- Collaborated to identify key projects to drive performance via increased efficiency, accuracy, and cost reduction, created reports on Salesforce CRM, and presented them to the management in a timely and consistent manner
- Created dashboards focusing on the campaigns and pricing analysis on Tableau to analyze and keep track of sales data as well as designed interactive dashboards in Tableau to report fundamental test metrics, increasing work efficiency by 27%

Machine Learning Intern, The Valley Boot Camp, India   **August 2018- September 2018**
- Built an interactive chatbot using Telegram interface that could be used to calculate the daily calorie intake of a person based on their meals and suggest options in case of needing a calorie-controlled diet
- Integrated machine learning using IBM Watson and deployed it onto AWS further creating a website for users to access the chatbot thereby improving the task resolution from 46.8% to 98.3%
- Gathered customer requirements and developed machine learning product feature to address needs and established scalable automated processes to develop, validate and implement machine learning models