PRANATHI PERI

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EDUCATION

University of California, Berkeley *Expected Graduation:*
B.S. Electrical Engineering and Computer Science, Certificate in Design *December 2021*

- **Relevant Coursework:** Structure and Interpretation of Computer Programs, Discrete Mathematics and Probability Theory, Designing Information Devices/Systems, Data Structures, Computer Architecture, Efficient Algorithms and Intractable Problems, Product Design/Visual Communication and Sketching
- **Activities:** Valley Consulting Group, Society of Women Engineers

EXPERIENCE

Valley Consulting Group **Berkeley, CA**
Technical Consultant, Recruitment and Development Manager *January 2019 – Present*

- Leading tech/business group at UC Berkeley of 40 undergraduate students, with ~1% acceptance rate
- Dealing with engagements in data analytics, marketing campaigns, go-to-market strategy, product strategy and brand partnerships across the world for Fortune 500 companies such as Google, Airbnb, Spotify, PayPal, LinkedIn, etc.
- Currently helping with recruiting efforts and professional development of the newest cohort, advising technical capstone projects and providing mentorship on web/app development

Spotify **London, UK**
Technical Consultant *August 2019 – December 2019*

- Collecting and analyzing data about consumer interactions with Spotify's freemium model
- Conducting research on popular advertising agencies and users, looking at ways Spotify can improve their current revenues from their free model using data scraping and analysis of the current Spotify user interface
- Providing a plan for allocation of internal resources towards advertising based on collected data and user analytics

Blue Cheetah Analog Design **San Francisco, CA**
Software Engineering Intern *May 2019 – August 2019*

- Developed, maintained, and updated C++ libraries for an over-arching software framework that creates routing topologies for analog circuit design
- Created a parser and emitter for popular serialization language, YAML, writing unit tests to improve/exceed the performance and accuracy of other open source parser/emitters
- Worked alongside well-known Berkeley EECS professors as the 7th employee of the company

PayPal **San Jose, CA**
Technical Consultant *January 2019 – May 2019*

- Conducted user experience research studies to find correlations between customer service speed and customer satisfaction
- Worked closely with the machine learning division of PayPal to gather data about methods other fintech companies are using to automate customer service with ML
- Engineered a python web-scraper that conducted aspect analysis on key words of user reviews to effectively target pros and cons of each of PayPal's competitors' approach to customer service
- Provided a framework for efficiency of each approach to customer service, measuring success with various technical KPIs

Cadence Design Systems **Austin, TX**
Software Engineering Intern *May 2018 – August 2018*

- Researched various machine learning algorithms and potential applications towards place and route
- Implemented several naïve algorithms taking in various data and outputting information about routing techniques between source/sink pins
- Created a routing tool using the Tensorflow API along with popular python packages like numpy, keras, sci-kit learn, etc. to take various types of input (x/y coordinates, analog circuit topology images, etc.)
- Youngest intern on the clock-routing team in Austin, helped coordinate efforts to higher more interns in the Austin area

Re:3D Printing **Austin, TX**
Mechanical Engineering/Product Design Intern *August 2016 – May 2016*

- Worked alongside ex-NASA engineers to improve design/firmware of their industrial 3D printer, gained proficiency in SolidWorks and GCode
- Designed a new heat resistant nozzle/double nozzle for the hotend of the printer, incorporating a fan to help cool filament down during printing process thus reducing the number of failed prints
- Created projects to show applications of their printer, wrote publications about projects including a recorder, ukulele, and electric guitar body

SKILLS & INTERESTS

Skills: Java, Python, C++, SQL, Numpy, Pandas, TensorFlow, YAML/Serialization Languages, Circuit Design, Logisim, Front/Backend Web Development, SolidWorks, Adobe Creative Cloud (Illustrator, Photoshop, etc.)
Interests: Basketball, Space Exploration/Rocket Launches, Surfing, Graphic Design, Tattoos, r/PuppySmiles