

PRIYA SHAH

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EDUCATION

Northwestern University

Bachelor of Arts in Economics, Minor in Computer Science

Expected June 2020

Evanston, IL

- **GPA: 3.74/4.00** (Dean's List) | **SAT: 2190/2400**
- **Relevant Coursework:** Fundamentals of Computer Programming I & II, Human Computer Interaction, Design Technology & Research, Accounting, Corporate Finance, Principles of Entrepreneurship, Multivariable Calculus, Intermediate Microeconomics & Macroeconomics, Economics of Energy, Introduction to Applied Econometrics

RELEVANT EXPERIENCE

Apple Inc.

Incoming Siri Engineering Project Management Intern

Summer 2019

Cupertino, CA

American Express, Co.

Summer Technology Intern

June 2018 – August 2018

New York City, NY

- Developed a feedback ecosystem that collects, stores and displays card member responses to increase engagement with marketing content on dashboard, improve content personalization, and produce higher customer satisfaction scores
- Built a reusable dynamic customer-facing React component supported by a backend using Redis and Express
- Designed and built UI using React for an internal portal to allow colleagues to easily access and download card member feedback as an Excel file to drive personalization algorithms and/or gain marketing insight
- Received 'American Express Hackathon Innovation Genius' award

Northwestern University

Computer Science Peer Mentor

September 2017 – Present

Evanston, IL

- EECS 111 (Winter, Fall 2018): Conduct weekly tutorials and office hours to help students with programming in Racket
- EECS 211 (Fall 2017, Spring 2018): Conduct weekly office hours to help students with programming in C++

InTech Systems

Internal Technology Intern

June 2017 – July 2017

Ahmedabad, India

- Extracted relevant data from company database using transformations in MySQL to create a functional dataset
- Published reports and created data visualizations for the company's Human Resources department using Microsoft Power BI and the dataset to assist in employee evaluations

Commerce Pundit

Project Management Intern

June 2017 – July 2017

Ahmedabad, India

- Designed a webpage solution for the client to reduce their order cancellations and number of dissatisfied customers while decreasing developer hours by a third
- Published a requirement gathering report for website design tool on client's website to decrease customer bounce back rate by making the tool more intuitive
- Generated a project proposal to market to college students in the U.S. to expand market size and increase revenue

LEADERSHIP EXPERIENCE

Link Foundation

Founder and Volunteer

March 2015 – August 2016

Ahmedabad, India

- Founded an organization that aimed to connect local community organizations with volunteers and resources
- Built a holistic education program at Maya schools for migratory children under the age of 12 working at construction sites in order to ensure comprehensive learning in a short period of time
- Assisted Shreyas Foundation through social media marketing to help them reach their \$21,000 fundraising goal to support 21 girl child scholarship programs

SKILLS & INTERESTS

Languages: English (native), Gujarati (native) and Hindi (native)

Technical Skills: C++, C#, Dr. Racket, Microsoft Office, MySQL, Microsoft Power BI, Stata

Memberships: Alpha Kappa Psi Business Fraternity, Women in Business, Women in Computing

Interests: World travel, Bollywood fusion dancing, Cooking and eating international cuisines, Exploring various music genres