RISHAV CHAKRAVARTY

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Graduate student in Data Analytics and Computational Social Science (DACSS) at UMass Amherst with hands-on experience in behavioral analytics, data science, and digital strategy. Proven track record of applying data to improve mental health interventions, workforce productivity, and business operations. Experienced in ML model development, stakeholder communication, and user behavior analysis. Passionate about applying data-driven solutions to real-world organizational, psychological, and social challenges.

Education

Master of Science in Data Analytics & Computational Social Science Sep 2025 – May 2026 (Expected)
University Of Massachusetts Amherst | GPA: 4.0

Postgraduate Diploma in Data Science and Business Analytics Jan 2024 - Aug 2024
University of Texas at Austin (Remote) | GPA: 3.71

Bachelor of Science in Psychology Aug 2021 - May 2024
Virginia Polytechnic Institute and State University (Virginia Tech) | GPA: 3.0

Experience

Digital Strategy & Psychology Consultant – Steve Fisher Consulting, Menifee, CA May 2025 - Present

- Led client experience redesign for a construction litigation law practice by applying behavioral psychology principles to improve trust-building touchpoints, simplify legal onboarding, and enhance perceived credibility. Developed branded client-facing assets rooted in psychological framing, ensuring intuitive navigation and positive UI from discovery to engagement.
- Provided strategic consulting on digital presence and operational behavior patterns using light SEO audits, content psychology, and user pathway mapping. Supported internal decision-making through basic analytics tracking and workflow optimization, addressing pain points in communication and client retention from a human-centered perspective.

Client Psychology & Engagement Consultant – Simple Coaching Inc., Remote May 2025 - Present

- Applied behavioral psychology principles to improve client engagement and emotional resonance across key service touchpoints, including testimonials, wellness narratives, and visual elements. Redesigned content and user flow to reflect cognitive trust signals, enhancing the therapeutic tone of the brand and increasing UI and conversion on service pages.
- Analyzed user behavior and mental health trends to co-develop workshop models and digital experiences tailored to stress management, self-regulation, and burnout recovery. Supported team decision-making through light data reviews, intern recruitment for emotionally aligned design work, and cross-functional collaboration to center user well-being.

Behavioral Interventionalist – Intercare Therapy, San Diego, CA Jan 2025 - Present

- Delivered one-on-one behavioral interventions for individuals with autism spectrum disorder), applying principles of applied behavior analysis (ABA), positive reinforcement, and emotional regulation to support developmental progress. Built trusting therapeutic relationships, adapted strategies to individual needs, and created a safe environment for behavioral growth.
- Collected real-time behavior data and collaborated with Board Certified Behavior Analysts (BCBAs) to refine treatment plans. Provided parent coaching and family support, offering crisis management guidance and modeling coping techniques to improve consistency and emotional stability across home and community contexts.

Data Science Intern – ZAD Holding Company & Ooredoo, Doha, Qatar   Aug 2023 – November 2023

- Delivered a talk on the intersection of behavioral science and AI, showcasing how machine learning can support mental health diagnostics and therapeutic personalization; advocated for ethical approaches to technology in healthcare.

Featured Speaker – AI for Mental Health – Google Developer Student Club, Remote   Aug 2023 – November 2023

- Conducted behavioral data analysis to identify workforce skill gaps and design employee development programs; partnered with HR to create performance benchmarks that supported targeted training and productivity improvements.
- Delivered cross-functional dashboards and executive-level reports with actionable insights, simplifying internal communication workflows and aligning team operations with business strategy.

Student Manager – Virginia Tech Dining Services, Blacksburg, VA   Aug 2018 – May 2024

- Supervised and mentored a 40+ member team, leading recruitment, onboarding, and daily operations with a focus on motivation, behavioral reinforcement, and team cohesion in a high-pressure service environment.
- Applied principles of organizational psychology to improve communication, resolve interpersonal conflicts, and streamline workflows—enhancing morale, reducing turnover, and improving service reliability.

Awards

KickStart VT Seed Grant – *CalendAI (2024)*
Awarded funding for developing *CalendAI*, an AI-powered calendar app that enhances productivity through intelligent scheduling. Recognized for innovative potential, product-market fit, and impact in the productivity tech space.

Skills

- **Programming & Analytics:** Python, R, Java, JavaScript, MATLAB, SQL, Bash, SPSS, SAS, Pandas, NumPy, A/B Testing
- **Data Tools & Visualization:** Tableau, Power BI, MongoDB, Microsoft SQL Server, PL/SQL, Matplotlib, Seaborn
- **Web & Development Tools:** HTML, CSS, React.js, Node.js, PHP, Docker, GitHub, GitLab
- **Design & Strategy:** Figma, JUnit, Wireframing, User Behavior Mapping, SEO Basics
- **Soft Skills:** Behavioral Insight, Strategic Communication, Team Leadership, Conflict Resolution, Crisis Management

Leadership & Extracurriculars

- **Secretary** – Commonwealth of Scholars & Engineers Without Borders
  Helped organize cross-disciplinary events and student engagement to foster academic excellence and community impact.
- **Speaker** – Google Developer Student Club
  Delivered 3 seminars on AI–mental health technology, advocating for ethical and interdisciplinary innovation.
- **Active Member** – AI/ML Club · CodeBox Club · Accessible Technologies Club · e-NABLE · Active Minds · Relay for Life
  Contributed to community service, mental health awareness, accessible tech design, and collaborative hackathons.
- **Hackathon Participant** – VTHacks · VT Violet Hackathon · Major League Hacking
  Collaborated on fast-paced, interdisciplinary teams to prototype AI-driven tools and behavior-focused tech solutions.