**RIYA RANA**

[riya.rana06@gmail.com](mailto:riya.rana06@gmail.com) ● [linkedin.com/in/riyarana](https://www.linkedin.com/in/riyarana)

|  |  |  |  |
| --- | --- | --- | --- |
| EDUCATION |  |  | INDIAN INSTITUTE OF TECHNOLOGY KANPUR, INDIA JUL 2011 – JUN 2016 BS MS Dual Degree, Mathematics & Scientific Computing ● Minor, Industrial & Management Engineering |
| WORK EXPERIENCE |  |  | ACCENTURE, MUMBAI | ANALYTICS CONSULTING JUL 2016 – CURRENT 2+ years of onsite experience in creating analytical solutions to help clients make strategic decisions. Top 1% analyst to be awarded ‘Shining Star award 2018’ for exemplary performance. Key deliverables:   * Strategy: Leading Oil & Gas client   Led fuel Retail business’ analytics delivery for a strategic public sector project.  Identified key drivers affecting market share loss on a critical highway (40% of retail business) by developing a site segmentation-regression model, suggesting business relevant growth actions.  Led analytics workshops, presented insights to C-suite executives regularly.   * Marketing Analytics: International Oil & Gas client   Actively collaborated with Accenture strategy managers in Europe as direct POC on a multi-country campaign plan pilot, providing layers of insight on customer lifecycle, engagement, tenure.   * Client: Automotive Industry   Enabled better target planning by developing a mixed model to predict month-end retail volume.  Analyzed campaigns’ effectiveness to improve campaign design and retain more customers. TATA INNOVATION LABS, MUMBAI | RESEARCH INTERN MAY 2014 – JUL 2014  * IP Landscaping - Service Experience Design   Identified competition awareness, white gaps in Service Experience Design using prior art.  Built database with relevant patents and a patent situation landscape in Visio, Mind-map.   * Business Model - Digital Identity App for Rural Indians   Performed extensive market research on the Indian rural userbase, platform feasibility, future growth.  Proposal: Collaboration with state government, mobile companies to sell platform at built-in affordable rate. Other recommendation: Personalized value advertisement. |
| VOLUNTEERING |  |  | PROJECT ‘ABHILASHA’, NGO, IIT KANPUR | PUBLICITY HEAD JUN 2013 – NOV 2013 Worked for a student run NGO, focusing on social development of mentally challenged children.  Led a team of 7 members to design promotional posters and prepare literary content.  Launched social media presence, reaching 3600+ people in a week. Organized regular donation drives. |
| PUBLICATION PERSONAL UX PROJECTS |  |  | S.C. Misra, R. Rana, R. Verma (2017). *Modelling change management and risk management in a financial organization due to information system adoption.* Transnational Corporations Review, 9:4, 248-268  * News App Prototype: ‘Splash’   Designed a personalized news app prototype with a USP feature ‘near me’, using insights from business requirements and user personas, during a 5-day workshop with a dummy client.   * Website Redesign: ‘Aadhar’ (ongoing)   Identifying usability issues by conducting heuristic evaluation of a highly visited Indian Government website. Redesigning information and visual elements in sync with the government’s digital brand.   * Mobile Launcher for Elderly People (ongoing)   Developing & designing a mobile home launcher for elderly people’s needs based on user interview. |
| SKILLS & TOOLS |  |  | * Design tools: Sketch, Adobe XD, Invision, Marvelapp * Design: Heuristic Evaluation, Storyboarding, Personas, Wireframing, Prototyping, Visual Design * Programming: Basic HTML/ CSS, Python, R, SAS, SQL, SPARK, C++, Java * Consulting: Problem framing-solving, Project management, Communication & Presentation skillss * Analytics: Advanced statistical modeling, Market research, Forecasting, Exploratory data analysis * Analysis & Visualization tools: Excel VBA, QlikView, QlikSense, Tableau, SPSS, Microsoft Office |

|  |  |  |  |
| --- | --- | --- | --- |
| SELECT ACTIVITIES |  |  | * Business: Top 5 out of 30 teams at inter-college Business plan competition. * Writing: Sub-editor for campus magazine. Wrote socially relevant articles for online youth platforms. * Intra-college competitions: 1st & 3rd prize (informative science cartoon), 2nd prize women’s Throwball |