Khawaja Ahmed Roshan

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EDUCATION

University of Virginia   **Charlottesville, Virginia**
Bachelor of Arts, Major in Computer Science and Economics   *Expected Graduation, May 2026*

- o **Related Coursework:** Machine Learning, AI & Product Strategy, Human-Computer Interaction, Data Structures & Algorithms, Behavioral Economics, Statistics
- o **Skills:** AI-Driven Product Development, A/B Testing, Market Research, Data Analytics, Agile Methodologies
- o **Tools:** Figma, Jira, SQL, Tableau, Docker, AWS, CI/CD, Python, Java

EXPERIENCE

NoteSight (AI EdTech Startup)   **Remote**
Product Development Intern   *Jan 2025 – Present*

- **Developing a new professor-focused feature** to enhance classroom insights and streamline lecture analysis, collaborating with the **founder and engineering team** for seamless integration.
- Led **AI-driven product initiatives**, optimizing real-time **data pipelines**, reducing manual processing by **40%**, and driving **15% user retention growth** through market research.
- **Designed and A/B tested NLP-powered transcription tools**, improving system reliability and **feature adoption rates through** continuous iteration.
- **Partnered with engineers, data scientists, and designers** to scale AI models, enhancing product performance and aligning with EdTech industry needs.

Cita Marketplace   **Remote**
Product Management Intern   *Aug 2024 – Jan 2025*

- **Designed and launched "Trending, Top Rated, and New on Cita" sections**, improving **user engagement and restaurant discovery by ~30%**.
- Conducted **market research** on restaurant visibility trends, shaping future **monetization strategies for sponsored placements**.
- **Led A/B testing on homepage ranking algorithms**, optimizing visibility logic and boosting restaurant click-through rates by **~20%**.
- **Collaborated with engineering & design teams** to optimize data pipelines, ensuring seamless real-time updates for restaurant listings.

SureShip Express   **Dubai, UAE**
Backend Developer & Technology Consultant (ERP Integration)   *May 2024 – July 2024*

- **Developed a real-time shipment tracking system**, integrating AI-powered **data pipelines** for **200+ enterprise clients**.
- **Optimized API performance**, reducing latency by **30%** and enhancing secure data exchange with **OAuth 2.0 & SSL encryption**.
- **Automated deployment pipelines (CI/CD)**, ensuring **high system availability and stability** in logistics operations.

PROJECTS

Opti-AD
AI-Powered Ad Spend Optimization | Product Lead   *Aug 2024 – Present*

- **Built a machine learning model (Python, TensorFlow) to optimize ad spend timing**, increasing **ROI by 35%**.
- **Designed a real-time analytics dashboard**, providing insights into ad performance and improving campaign decision-making.

Someslight LLC
Founder & Brand Strategist   *Aug 2022 – Present*

- **Founded and scaled a direct-to-consumer clothing brand**, driving **7-figure revenue through strategic product launches and digital marketing**.
- **Optimized ecommerce conversion funnels, influencer partnerships, and paid advertising**, leading to **a 60% growth in online sales** year-over-year.

GroupUp
Web and iOS Application for Group Study Matching | Developer   *Nov 2024 – Present*

- **Currently developing an AI-powered group study matching app**, focusing on **real-time messaging, authentication, and intelligent pairing**.
- **Building an MVP with a focus on user feedback and engagement metrics**, refining algorithms for scalability.

ACTIVITIES AND LEADERSHIP

Virginia Entrepreneurship Organization | *Mentor & Product Strategist*   **University Of Virginia**

- **Mentored student-led startups** in building **MVPs, conducting user research, and finding product-market fit**, while leading discussions with **founders and early-stage VCs** on **growth, A/B testing, and scaling strategies**.

Virginia Product Circle | *Executive Board*   **University Of Virginia**

- **Founded UVA's first product management club**, teaching **product strategy, UX research, and data-driven decision-making**, while hosting **speaker events with industry leaders** to connect students with **real-world PM insights**.