SHANTHI SHANMUGAM

EDUCATION

University of California, Berkeley (Expected graduation: Spring 2016)
B.*S. Electrical Engineering and Computer Science, GPA 3.6/4.0*

COURSEWORK*:* Data Structures, Operating Systems, Computer Security, Big Data Startup Challenge, Mobile Apps Challenge, Stanford HCI, Alternative Visions of Tech (Grad Course), Mind and Language, Intro to HCD

WORK EXPERIENCE

Summer 2014: UX Designer, **Freelance**

- Advised DataFox Intelligence Inc., a Google Ventures backed company, on an overhaul of UI/UX after an in-depth analysis of the existing product and seven user interviews in one week. Suggestions are being implemented.

Summer 2013: Mobile Development Intern, **Salesforce Inc.-Chatter Mobile Team**

- Designed and Implemented file search, signup, and other features for Chatter Android 4.0. Presented my work to numerous SVPs and worked closely with a remote team in Santa Monica.
- Features demoed at Dreamforce 2013.

Summer 2011**:** Research Intern**, U of Washington HCI Dept. - Mobile Accessibility**

- Ideated, Designed, and Developed a mobile application to help blind children learn braille through a Hangman game using haptic feedback. Conducted extensive user studies.

SKILLS

System Level Thinking, Mobile Development, UX Design, Needs and Usability Assessment, Rapid Prototyping

NOTABLE PROJECTS + INITIATIVES

Spring 2014 - Present: **Jacobs Institute Design Committee, Chairwoman**

- Leading a panel of students commissioned to organize design workshops and conferences at Cal, design the curriculum for the Design Minor, and ensure the success of the Design Institute to be built by Spring 2015.

Fall 2014 - Present: **E-Mission Research Initiative, Founding Researcher**

- Designed and Developed a mobile app that allows users to track their travel carbon footprint and compare them amongst other users. Utilizes Machine Learning to identify common routes and suggest more earth-friendly trips. Available on iOS and Android.

Summer 2014: **Spot, CEO & Co-Founder** (Top 15 team at European Innovation Academy)

- Created a market-ready product in three weeks with four letters of intent from potential customers.
- Identified pain-point, Designed solution, Acquired customers, Pitched to 300 people for Demo Day.

Fall 2013: **IdealSpace, CEO & Co-Founder**

- Developed a data analytics service connecting small businesses to ideal retail locations.

MORE AT **SHANTHISHANMUGAM.com**