



Varasala Maanvi
Mechanical Engineering
Indian Institute of Technology Bombay

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B.Tech.
Gender: Female
DOB: 20/05/2003

Examination	University	Institute	Year	CPI / %
Graduation	IIT Bombay	IIT Bombay	2024	[REDACTED]

SCHOLASTIC ACHIEVEMENTS

Secured All India Rank 1 in Indian National English Olympiad (INEO) conducted by SIMO education	(2014)
Skills- SQL, Python, C++, Figma, AMPL, MATLAB, SolidWorks, Adobe Photoshop	

PROFESSIONAL EXPERIENCE

Solinas Integrity	May 2023- July 2023
Product (Management)	<p><i>Developed new interface to enhance user experience resulting in 20% user surge contributing to product's market impact</i></p> <ul style="list-style-type: none"> Elevated user experience of SWASTH AI-based dashboard with redesign, resulting in 28% surge in client engagement Addressed data access challenges for government officials across multiple domains by implementing layered access levels, achieving a remarkable 35% enhancement in data retrieval efficiency and client feedback improvement Innovated report generation mechanism by creating unified solution, significantly reducing time investment by 50%
Product (Development)	<p><i>Identified critical pain points in Endobot's inspection process, thereby increasing accuracy by 8% & Q-o-Q growth by 28%</i></p> <ul style="list-style-type: none"> Conceptualized and proposed novel feature enhancement with the team to expand Endobot's crawler range by integrating a new motor and ferrule cutter, resulting in a 40% improvement in leakage, defect detection, time aspects Introduced Inclination Calculation Sensor leading to precise slope monitoring & reduction of 41% pipeline repair costs
Marketing (Strategy)	<p><i>Played a pivotal role in implementing a market strategy that resulted in 15% sales increase during product launch period</i></p> <ul style="list-style-type: none"> Developed strategy to improve targeted campaign CTR from 2% to 12% to attract clients from different demographics Dealt marketing pitch sessions along with CXO, securing participation of 3 prominent state ministers for product launch Drove 200+ unique visitors to website, generated 50+ qualified marketing leads and 20 net new leads over 3 months
Falcon Labs	May 2022-June 2022
Research Analyst	<p><i>Contributed to the development of new feature addition of IoT platform through extensive market research and analysis</i></p> <ul style="list-style-type: none"> Conducted competitor analysis and integrated client feedback contributing to 20% improvement in platform usability Revamped the I/O Sense platform's UX through wireframes, translating technical features into intuitive interfaces Collaborated with cross-functional teams including strategy and product development to align research outcomes

PROJECT WORK

Netflix product teardown Product management fellowship, NEXTLEAP <i>Dec'22 – Jan'22</i>	<i>Developed the full product lifecycle teardown of Netflix focusing on consumer research and sales strategy execution</i>
Trip Planning Optimisation <i>Jan'23-Apr'23</i>	<i>Course project guided by Prof. Avinash Bharadwaj, Industrial Engineering and Operations Research (IEOR), IIT Bombay</i>
RC plane modelling Aeromodelling club IIT B <i>Jul'21-Nov'21</i>	<i>Placed 2nd in the RC Plane Technical Competition conducted by Aeromodelling Club, Institute Technical Council, IIT Bombay</i>
Smart Door Lock Tinkerers' Laboratory IITB <i>Jul'21-Dec'21</i>	<i>Worked on the design of an algorithm controlled Secure door lock that can be operated using an Arduino microcontroller and the system resulted in an accuracy of 98%, with an average processing time of 1.449 seconds</i>

POSITIONS OF RESPONSIBILITY

Mentor, EnB Buzz-The Start-up Experience E-Cell <i>Dec'21 - Jan'22</i>	<ul style="list-style-type: none"> Provided guidance and support to two 4-member teams in the development of their business skills, such as idea generation, problem-solving, communication and presentation skills, through hands-on mentorship and support Coached and guided the teams through the process of refining and presenting their start-up ideas including assisting with the creation of business model canvases (BMCs) and preparing for impactful start-up proposal pitches
Coordinator, Media and Publicity Mood Indigo <i>May'21 - Apr'22</i>	<p><i>Asia's Largest College Festival IIT Bombay's Annual Cultural Festival 1,00,000+ viewership 3+ hours viewing time</i></p> <ul style="list-style-type: none"> Negotiated and secured partnerships with 50+ influencers, leveraged partnerships to amplify non-profit marketing Spearheaded the implementation of social media campaigns targeting a robust 53k+ follower base and 310k+ likes Led the execution of 5 pan-India publicity campaigns, achieved 15% increase in Instagram followers during the tenure

EXTRA-CURRICULAR ACTIVITIES

Cultural	<ul style="list-style-type: none"> Music: - Trained singer & guitarist with an experience in Carnatic music for 10+ years; performed various live concerts Dance: - Professionally trained Bharatanatyam & Kuchipudi dancer. Performed stage shows and won various awards Fine Arts: -Trained in Acrylic Painting, Portrait Sketching & won many interschool Art competitions in the same
Sports	<ul style="list-style-type: none"> Completed one-year-long training of vocals under the National Sports Organisation (IITB), part of the Kho-Kho team
Social	<ul style="list-style-type: none"> Volunteered for a blood donation campaign and food distribution campaign under social services, at IIT Bombay Collaborated with UNICEF India for the Pan India campaign appreciating and informing about CoViD-19 and its effects