



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	████

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)	Developed new interface to enhance user experience resulting in 20% user surge contributing to product's market impact <ul style="list-style-type: none">Elevated user experience of SWASTH AI-based dashboard with redesign, resulting in 28% surge in client engagementAddressed 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 improvementInnovated report generation mechanism by creating unified solution, significantly reducing time investment by 50%	
Product (Development)	Identified critical pain points in Endobot's inspection process, thereby increasing accuracy by 8% & Q-o-Q growth by 28% <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 aspectsIntroduced Inclination Calculation Sensor leading to precise slope monitoring & reduction of 41% pipeline repair costs	
Marketing (Strategy)	Played a pivotal role in implementing a market strategy that resulted in 15% sales increase during product launch period <ul style="list-style-type: none">Developed strategy to improve targeted campaign CTR from 2% to 12% to attract clients from different demographicsDealt marketing pitch sessions along with CXO, securing participation of 3 prominent state ministers for product launchDrove 200+ unique visitors to website, generated 50+ qualified marketing leads and 20 net new leads over 3 months	

Faclon Labs		May 2022-June 2022
Research Analyst	Contributed to the development of new feature addition of IoT platform through extensive market research and analysis <ul style="list-style-type: none">Conducted competitor analysis and integrated client feedback contributing to 20% improvement in platform usabilityRevamped the I/O Sense platform's UX through wireframes, translating technical features into intuitive interfacesCollaborated with cross-functional teams including strategy and product development to align research outcomes	

PROJECT WORK

Netflix product teardown Product management fellowship, NEXTLEAP Dec'22 – Jan'22	Developed the full product lifecycle teardown of Netflix focusing on consumer research and sales strategy execution <ul style="list-style-type: none">Created a customer journey map for new user onboarding to improve the onboarding experience for new usersConducted 9 user interviews with a diverse group of individuals to understand declined subscriber growth and derived insights from the data; implemented a user survey to validate hypotheses developed from the user interviewsProposed solutions to increase the revenue growth of the product and created wireframes to visualize the impactPerformed competitor analysis and introduced success metrics to validate the effectiveness of the proposed solutions
Trip Planning Optimisation Jan'23-Apr'23	Course project guided by Prof. Avinash Bharadwaj, Industrial Engineering and Operations Research (IEOR), IIT Bombay <ul style="list-style-type: none">Collaborated in crafting an advanced integer programming model through AMPL to optimize city tours across multiple Points of Interest as part of a four-person team, minimized travel costs by 30% and time by 25% and balanced itinerariesIntegrated various POI attributes such as visit duration, tourist satisfaction metrics, operational hours, and entry fees
RC plane modelling Aeromodelling club IIT B Jul'21-Nov'21	Placed 2nd in the RC Plane Technical Competition conducted by Aeromodelling Club, Institute Technical Council, IIT Bombay <ul style="list-style-type: none">Fabricated a Radio-Controlled Plane in a team of four and gained insights into the aerodynamics of subsonic aircraftsOptimised the design parameters to enhance plane performance and cut costs through a series of iterative analysisConceptualised the 3-D models for component manufacturing, learned piloting through Phoenix simulator software
Smart Door Lock Tinkerers' Laboratory IITB Jul'21-Dec'21	<ul style="list-style-type: none">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 secondsFacilitated the use of Arduino and GC-05 Module to Control Door lock using matching algorithm fingerprint sensor

POSITIONS OF RESPONSIBILITY

Mentor, EnB Buzz-The Start-up Experience E-Cell Dec'21 – Jan'22	<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 supportCoached 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 May'21 – Apr'22	Asia's Largest College Festival IIT Bombay's Annual Cultural Festival 1,00,000+ viewership 3+ hours viewing time <ul style="list-style-type: none">Negotiated and secured partnerships with 50+ influencers, leveraged partnerships to amplify non-profit marketingSpearheaded the implementation of social media campaigns targeting a robust 53k+ follower base and 310k+ likesLed 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 concertsDance: - Professionally trained Bharatanatyam & Kuchipudi dancer. Performed stage shows and won various awardsFine 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 BombayCollaborated with UNICEF India for the Pan India campaign appreciating and informing about CoViD-19 and its effects