Shreya Upadhyay

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EDUCATION

Vellore Institute of Technology, Bhopal, India   2022 - 2026
Bachelor of Technology (Computer Science Engineering)   *CGPA: 8.58*

EXPERIENCE

Data Visualization Intern   Dec 2023 - Feb 2024
Excelerate
- **Conducted EDA** on 15,000+ records from multiple sources using Python, Pandas, Tableau, and Excel, delivering 4 **automated dashboards** that improved **data-driven decisions by 35%**.
- Led team discussions and translated analytical insights into actionable dashboards, presenting to non-technical stakeholders to drive data-driven decisions.

PRODUCT AND UX WORK

Amazon AI Review Summary — UX Teardown and Redesign Prototype
- Evaluated the experience using Nielsen's heuristics, diagnosed trust and comprehension gaps, and redesigned the flow with a working prototype.

Gumloop — Product Onboarding Teardown
- Analyzed onboarding, mapped user journeys, identified friction points, and defined a North Star metric with activation KPIs.

ChatGPT Voice Input — Product Case Study and Prototype
- Led user research (N=59), problem framing, success metrics, wireframes, and built an interactive prototype focused on improving adoption.

Wireframing, PRDs and KPI Design
- Created wireframes, PRDs, and metric frameworks across multiple product projects; conducted market research in the AI upskilling domain to inform problem selection and product direction.

PROJECTS

WALL-Echo: Intelligent AI Assistant MVP | *MERN + AI Project* | ***Live Demo***
- **Built a natural language chat assistant** based on Wall-E's persona using a JWT-secured MERN stack with Tailwind, and **integrated Google Gemini** with prompt engineering for contextual, personality-driven responses.
- Developed a **unique multi-user collaborative chat system** with a **structured collection** of recent individual and group chats for seamless retrieval.

HealthVerse: Mental Wellness Platform MVP | *MERN + AI Project* | ***Live Demo***
- Built a wellness app with **AI-powered chatbot (Google Gemini API)** for healthcare-specific conversations with context management and domain filtering, along with mood tracking, cognitive games, and meditation tools.
- Implemented a secure MERN stack with JWT authentication and RESTful APIs, and designed a responsive UI with Tailwind and Framer Motion.

ACHIEVEMENTS

Spot-Prize Winner of GenAI Hackathon | Advent of Multimodal AI Hack-24   Dec 2024
Intel Liftoff for AI Startups
- Developed a multimodal AI solution using PHI3 (for refined, engaging text) and FLUX (for cohesive visuals), integrating PHI3 with PIL and structured prompting to seamlessly generate branded text-image content.

Co-Lead (Student Developer Club and Google Developer Student Club)   Feb 2024 - Dec 2024
Design Teams | VIT Bhopal
- Directed and executed design and development initiatives, collaborating on strategies and mentoring team.

TECHNICAL SKILLS AND CERTIFICATIONS

Product Management: Agile, Scrum, MVP Development, PRDs, KPIs, Wireframing, User Research, Success Metrics
Tools: Git/GitHub, Postman, Figma, Lovable, Balsamiq, Notion | **Tech Stack:** React, Node.js, MongoDB, MySQL
AI/ML: LLMs, Prompt Engineering, RAG, API Integration | **Data:** Tableau, EDA, Analytics
Programming: Java, Python, JavaScript, HTML, CSS

Certifications: Cloud Computing (NPTEL, Among Top 5% performers), Google Networking Fundamentals, Marketing Analytics (NPTEL), iamneo -Data Science with Python.