SUMAN SOURAV DIKSHIT

4225 11th Ave NE, Seattle, WA 98105 | sumans@uw.edu | (206)660-6721 | https://www.linkedin.com/in/suman-sourav/

EDUCATION

University of Washington, Michael G. Foster School of Business   **Seattle, WA**
Master of Science in Information Systems (MSIS) – 3.82/4.00   **Expected: June 2018**

National Institute of Technology Rourkela   **Rourkela, India**
Bachelor of Technology in Electronics and Instrumentation Engineering.   **May 2012**
Completed with Honours – 3.72/4.00

RELEVANT PROJECTS

- **NAVAZON**, *Product Marketing Analyst, 2018*: Recommended product marketing strategies to increase a vendor customer conversion rate by analysing and A/B testing ad campaigns on Amazon Marketing Services (AMS).
- **PASSENGER1**, *Product Design*, *2017*: Evaluated website design and suggested recommendations to increase user conversion rate by leveraging customer funnel data. (link)
- PANASONIC, *Data driven product feature strategies – academic project*, *2017*: Analysed customer review data in TV market segment across prominent manufacturers to recommend high level product feature and pricing strategies.
- **PATH**, *Data Analyst*, *2017*: Recommended communication products to eliminate information silos among groups at PATH by designing and rolling out survey to employees at PATH, and analysing data. (link) (View Survey)
- BLOCKCHAIN, *POC Implementation*, 2017: Implemented a pythonic blockchain based e-wallet concept. (link)

RELEVANT PROFESSIONAL EXPERIENCE

University of Washington, Seattle
Graduate Student, June 2017 – Present
- **CoMotion**, *Manager, Innovation Fund, 2017:* Worked with 2 start-up teams to prepare proposal documents, posters for Business Plan Competitions), and performed market research to validate product-market fit.
- **SEAL**, *Team Leader, Present:* Leading undergraduate tech start-up software product ideas to achieve commercialization.

CIBERsites India, Bangalore, India
Consultant, Jan 2017 – May 2017   (Role: Project Lead)
- Led the PlayStation e-commerce Store Stability task force to identify root causes of instability and implemented algorithms, which improved build stability to 80% in 3 months.

Sony India, Bangalore, India
Senior Software Engineer (Software Architecture Division), 2015 – 2016   (Role: Project Lead)
- Built and led a new automation team of 12 members in agile sprints, increasing revenue at organizational level by 4%.
- Analysed historical data and implemented a Build Duration Calculator, to support the team in duration estimations and planning automation test execution for sprint releases.

Software Engineer (Software Architecture Division), 2012 – 2015
- Understood developer's needs, prioritized and addressed them by enhancing the PlayStation™ automation tool APIs, which reduced script development effort for teams working on 2 sub-applications by ~50%.
- Acquired product expertise on PSVideo™ and introduced test automation processes by collaborating with teams in Bangalore and Tokyo. Trained Dev-QA teams on new testing strategies and was awarded Best Performer for winning client's trust.

R&D, and Innovation, 2012 - 2016   (Role(s): Product RnD Engineer, Technical Product Analyst)
- Led implementation of Grand Prize-winning concept on PlayStation™ voice-based search to improve user search experience.
- Awarded Runner Up in Open House Innovation for implementing an internet-of-things concept on Bravia™ TV.
- Implemented TV apps for Indian market and conducted solution demos to management at HES Bridge Event, Tokyo, which showcased Sony India's product development competency and led to TV development projects.

TECHNICAL SKILLS

Data – Tableau(https://public.tableau.com/profile/suman8851#!/), matplotlib and seaborn(Python), Foster Certification in MS Excel, Google Analytics, A/B Testing, Machine Learning (Classification, Market Basket, Regression, Ensemble, ANOVA, statistical tests), Agile, Digital Marketing, Product strategies using UGC.
GitHub: https://github.com/sumansourav **Languages/ Scripts** – Python, Shell Scripting, SQL.