

# Surya Newa

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## EDUCATION

### New York University, Gallatin School of Individualized Study

New York, NY

*B.A. in Product Management, Minor in Integrated Design and Media (NYU Tandon School of Engineering)*

*May 2027*

- **Coursework:** Product Management, Agile Design, HCI, Ideation & Prototyping, Programming & Data Science, Business Statistics
- **Activities:** Entrepreneurial Exchange Group (Startup Team), STAC Lab (Peer Advisor), Product Management Club (Case Comp)

## PROFESSIONAL EXPERIENCES

### Chipper Cash

San Francisco, CA

*Engineering Intern*

*Jun 2025 – Aug 2025*

- Launched an ML-powered fraud alert pipeline that reduced manual review time by 60% through automation and anomaly detection
- Implemented a backend (Python, Pub/Sub, Gmail API) optimizing data pipelines and reducing response times from 20 to 5 minutes
- Built internal Retool and TypeScript dashboards visualizing card fraud data and improving auditability across 100+ weekly reviews

### BenchPrep

Chicago, IL

*Product & Marketing Intern*

*May 2025 – Aug 2025*

- Coded a HubSpot-integrated Learning Power Index tool piloted with 50+ educational associations using HTML + CSS + JavaScript
- Streamlined the prototype lifecycle by implementing structured user research and process optimization, cutting delivery time by 24%
- Developed an AI sentiment analysis tool that aggregated learner feedback to boost conversions by 18% and driving KPI alignment

### Logic Information Systems

Minneapolis, MN

*AI Product Management Intern*

*May 2023 – Jul 2023*

- Researched 20+ LLMs, CV, and RL models to define enterprise AI use cases and guide product roadmap and go-to-market strategy
- Scoped and delivered 3 AI-driven POCs, advancing 2 to pilot deployment with cross-functional collaboration and MVP validation
- Evaluated model performance using Mixpanel, Amplitude, and Tableau, reducing false positives by 10% to improve model reliability

## COMPETITIONS & AWARDS

### Best Undergraduate Team – National Product Case Competition

New York, NY

*Product Lead & Developer | [ios27.io](https://ios27.io)*

*Nov 2025*

- Built an AI-driven digital mindfulness update using gyroscope and screen-time data to reduce unintentional usage more consistently
- Defined product vision, MVP, and success metrics with Agile sprints, design thinking, and behavioral analytics for clearer alignment
- Won Best Undergraduate Team and placed second overall among 200+ undergraduate and graduate teams from eight universities

### First Place Winner – NYU x BrainStation Product Case Competition

New York, NY

*Product Lead & Developer | [joinfresbi.com](https://joinfresbi.com)*

*Nov 2025*

- Built a real-time food freshness visibility dashboard for distributors with smart routing using IoT APIs and ML to improve accuracy
- Led product research, PRD creation, and MVP scoping using Agile, RICE, and data-driven planning for stronger product alignment
- Won first place among sixteen undergraduate and graduate teams across all NYU schools by delivering rigorous product execution

## PROJECTS

### LifeOS - AI-Powered Life Management System | [joinlifeos.com](https://joinlifeos.com)

*Oct 2025 – Present*

- Building an all-in-one life dashboard integrating tasks, notes, calendar, and more with automation and metrics for user productivity
- Conducting interviews and online forum analysis to define MVP scope and identify key adoption drivers for early product-market fit

### CourtL - Pickup Game Matching and Locator | [courtcalls.io](https://courtcalls.io)

*Aug 2025 – Oct 2025*

- Built a web app that matches players to local pickup games using location, skill level, and time preferences for improved engagement
- Designed an interactive map UI with real-time game listings, RSVP tracking, and team formation features for higher user activation

### Seamster - Generative Fashion Design Platform | [seamster.app](https://seamster.app)

*May 2024 – Sep 2024*

- Developed a concept-to-creation app using diffusion models to visualize clothing designs from text inputs for fast product iteration
- Created an interactive web tool with dynamic garment previews, material customization, and modeling for a strong user experience

## PUBLICATIONS

### Approaching Digital Inequality: A Three-Stage Framework

*Nov 2021*

*Social Science Research Network*

## SKILLS & INTERESTS

- **Skills:** Agile & Scrum Methodologies, Product Development, UI/UX & Graphic Design, Prototyping, Data Analysis, Automation
- **Tools:** Figma, Webflow, Miro, Jira, Linear, Asana, Confluence, Airtable, n8n, Tableau, Amplitude, Google Analytics, Hubspot, Clay
- **Languages:** JavaScript, TypeScript, React, Next.js, HTML, CSS, Python (Pandas, NumPy, Seaborn, Streamlit), SQL, Node.js, Java, R
- **Interests:** Emerging Technologies, Behavioral Psychology, Quantum Physics, Digital Art, Fashion, Sneakers, Cooking, Tennis, Gym