

Varalika Varanasi

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SUMMARY

Detail-oriented student seeking an internship to utilize skills in analytics tools, remote research tools, and project management, gained through coursework and previous experiences.

EDUCATION

Rutgers University, New Brunswick, NJ

Sept. 2021 – December 2025

Bachelors in Cognitive Science and Computer Science

GPA: 3.2

WORK EXPERIENCE

Puratos- January 2025- May 2025

Externship via Rutgers MBS Externship Exchange

- Designed and deployed a web-based go-no-go decision tool to evaluate strategic R&D partnerships in the food innovation space.
- Built an interactive, modular decision tree with optimized UI and deployed it via Render for scalable web access.
- Led technical team operations, project planning, and documentation using best practices in agile development and stakeholder alignment.

Boston Consulting Group-- March 2025

GenAI Job Simulation on Forage

- Developed an AI-powered financial chatbot for BCG's GenAI Consulting team.
- Utilized Python and pandas for data manipulation.
- Integrated and analyzed financial data from 10-K and 10-Q reports using rule-based logic to generate insights.

Boston Consulting Group- March 2025

Strategic & Experience Design Job Simulation on Forage

- Researched and designed a new banking product for a hypothetical client.
- Built a research plan, developed primary research tools, and analyzed customer data.
- Created a customer persona and presented product ideas through a concept chart

Best Buy- July 2023 – Sept. 2023

Geek Squad Agent- Mount Laurel, NJ

- Provided expert technical support for computer operating systems and hardware, assisting customers seamlessly.
- Proficiently set up and repaired various technological devices, ensuring optimal functionality.

Ruffalo Noel Levitz- Oct. 2021 – June 2022

Student Engagement Ambassador at Rutgers University

- Secured financial support from Rutgers University alumni, managed patron information and facilitated efficient transactions

RELEVANT PROJECTS

- **AI-Powered Personal Assistant:** Developed a Python-based voice assistant with NLP for speech recognition and task automation, integrating a Weather API.
- **Machine Learning & Personalization:** Designed a personalized fanfiction platform with a custom chatbot tailored to Draco/Hermione fanfiction (*Star-Crossed Spells: Draco & Hermione*), using the OpenAI API
- **Survey & User Research:** Executed research projects (*Canvas Redesign*) using tools like SurveyMonkey, Userzoom Go, and Google Analytics to analyze user responses and improve platform functionality and user experience.
- **UX & Platform Optimization:** Led the redesign of the Rutgers Canvas learning system, creating user-friendly wireframes and prototypes in Figma and Canva to streamline navigation, improve calendar functionality, and eliminate app redundancies.
- **Immigration Data Analysis:** Analyzed OECD immigration data (2000–2021) to uncover key insights into global migration trends. Informed predictive models by scrutinizing data on immigrant origins and inflow patterns across diverse countries.

SKILLS

- **Programming:** Python, Java, HTML, CSS, SQL, C++, Linux, Google Analytics
- **Technological Tools:** Sprinklr, Adobe Photoshop, Figma, Canva, R, MATLAB, Pandas, Visual Studio Code, SurveyMonkey,
- **Other Skills:** Critical Thinking, Microsoft Office (including Excel and PowerPoint), Customer Service, Public Speaking, Decision Analysis