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 – May 2026
   Bachelors in Cognitive Science and Computer Science   GPA: *3.6*

WORK EXPERIENCE

FreeAxez – Delran, NJ | June 2025 – December 2025
Data Analyst Intern

- Utilized **PostgreSQL and Node.js** to clean, structure, and pipeline enterprise data, boosting accessibility and reducing manual reporting by **30%**
- Built automated workflows using **AWS Lambda, AWS RDS,** and Python, streamlining operations and cutting routine task time by 35%
- **Developed AI-powered tools** with LLM APIs (OpenAI, Anthropic, Google) and integrated third-party services like the Zoom API and AWS SES to automate communication and cross-team collaboration
- Created responsive internal interfaces using JavaScript, HTML/CSS, and **Streamlit, integrating with AWS, Flask/Django REST APIs**, and PostgreSQL to boost user adoption of automation solutions by 25%
- Collaborated with department leads to **design and deploy end-to-end projects**, driving solutions **from concept through implementation**.

Best Logic Staffing – Remote | May 2025 – August 2025
Graphic Design Intern

- **Assist in creating visual assets**—including logos, brochures, mascots, websites, posters, and social media graphics—while collaborating with the GM/Designer to brainstorm and refine design concepts, **utilizing Adobe Creative Suite (Photoshop, Illustrator, InDesign**).
- **Implement feedback-driven revisions** to ensure high-quality, accurate outputs that align with project goals.
- **Conduct industry research** to inform designs and stay current with trends and best practices.

Puratos- Remote| 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.**

RELEVANT PROJECTS

- **Language & Cognition Research:** Designed a **SQL database and Tableau** dashboards to analyze how Chol's morphological complexity impacts sentence comprehension and working memory**.**
- **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 and 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 **predictive models by scrutinizing data** on immigrant origins and **inflow patterns across diverse countries.**

CERTIFICATIONS

- **LinkedIn Learning- Agentic AI Fundamentals: Architectures, Frameworks, and Applications (June 2025):** Studied autonomous agent architectures, reinforcement learning, multi-agent systems, and ethical, secure AI deployment.
- **LinkedIn Learning — Hands-On AI: Build a Generative Language Model from Scratch (March 2025):** Built a text completion model and a social media comment filter using generative AI techniques.
- **Boston Consulting Group — Virtual Experience Programs (Forage) | March 2025:** Developed an AI-powered financial chatbot using Python and pandas to analyze 10-K/10-Q filings, and conducted user research, persona development, and product ideation for a new banking solution.
- **Rutgers University — Creative X Certificate** (April 2023): Redesigned a mobile application through a 10-week UX/UI program, building low- and high-fidelity prototypes using Figma and Canva.

SKILLS

Python, Java, SQL, JavaScript, REST APIs, Streamlit, Pandas, Tableau, Figma, Canva, Adobe Creative Suite, AWS, Linux, Google Analytics, MS Office.