

Varsha Venkatesh

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EDUCATION

Singapore University of Technology and Design (SUTD)

Singapore
May 18 to Aug 21

- Bachelor of Engineering (Computer Science and Design), Honors
- **Data Analytics** track with a minor in **Digital Humanities**
- SUTD Student Achievement Awards 2020 recipient

WORK EXPERIENCE

ClueUP – Product Design and User Research

Oct 20 to Jul 21

- Designed a user-friendly prototype of the beta version of the ClueUP app, an emerging personal growth platform focused on helping students use their strengths and life skills to succeed through **user research and interviews**.
- Worked on business pitching and prototype demo to secure investors

Quod AI – Data Analyst Intern

May 20 to Aug 20

- Developed training datasets for the company's AI model that translates raw source code into natural language.
- Identified and annotated **JavaScript** and **Java** source code from over 1000 GitHub repositories and came up with logical taxonomy classes for the datasets through research.
- Analyzed and interpreted trends in these complex datasets using Quod AI's backend software.
- Helped the AI model reach about 75% accuracy by reviewing performance, studying the results and providing ongoing reports.

Changi Airport Group - Experience Creation (CoDE) Intern

Sep 19 to Dec 19

- Collaborated with 2 consultants to redefine the user experience at Changi Airport using **Design Thinking**
- Improved remote bussing system by leading the **ideation** and **brainstorming** discussions, conducting user interviews, performing stakeholder and data analysis, as well as analyzing various **case studies** to derive valuable insights for the team.

HP Inc. – Computer Science Intern

May 19 to Aug 19

- Designed and developed tools that automate business processes carried out in the Materials and Manufacturing Operations (MMOPs) department using Python, VBA, MS Excel, Access and SharePoint.
- Extracted, interpreted and analysed data to identify key metrics and transform raw data into meaningful information, and visualised the data through user-friendly dashboards. Conducted user testing and deployed the tools.

ACADEMIC PROJECTS

AI tool for occult hip fracture detection – Tan Tock Seng Hospital

Jan 21 to Apr 21

- Designed a **deep learning** model to automate the process of identifying potential fractures by inspecting X-rays using **Computer Vision**
- Selected a strategic focus in the healthcare problem and evaluated different AI techniques to solve it.
- Analyzed the key challenges in real-world implementation and developed a proposal with clear objectives towards overcoming them
- Improved the efficiency of annotating the X-ray images by parsing clinician reports and achieved 71% precision.

Analysis of Covid-19 Sentiments on Social Media

Sep 20 to Dec 20

- Conducted an exploratory **data analysis** project to investigate the correlation between Covid-19 sentiments on social media and the infection rate
- Scraped data from Twitter and Reddit, pre-processed it and tried various **machine learning** models such as Logistic Regression, Naive Bayes, Support Vector Machine, and BERT with Fine-Tuning to achieve the best result for multi-class classification.
- Evaluated our model (82% accuracy) and visualised/summarized the results using **data visualisation** and reported our findings in a research paper format

Allocabl – Contact Center Routing for Alcatel Lucent Technologies

Jan 20 to Apr 20

- Created a routing engine using Rainbow cloud communication platform for contact center agents to organize their incoming chat and call requests using **Java**, **JavaScript** and Rainbow API, implementing Agile, iterative and incremental methods
- Created a web page simulating a customer website with a chatbot using **JavaScript**, **HTML** and **CSS**
- Performed software testing using Selenium, Mocha and Chai

Design Odyssey 3.0 – D-Note

May 18 to Jan 19

- Pitched to Design Odyssey mentors and industry partners for project funding, secured **SGD\$1500** for prototyping funds
- Prototyped an affordable digital writing device for student use that replaces paper for social innovation.
- Designed a website and created infographics using **Adobe Illustrator** and **Autodesk Fusion360** to illustrate our idea.

CO-CURRICULAR ACTIVITIES

President, Taal (SUTD Indian Dance Club)

Dec 18 to Jan 19

- Lead the club to a promotion to an official club status.
- Headed a club of 50 members, set club goals and direction, recruited executive committee, schedule weekly sessions, arranged for performances with up to 500 audience members, budgeted the club fund of \$2000 and managed income.
- Increased club funding, and club size by 20 members

Secretary, SUTD Productions

May 18 to Dec 19

- Managed the club's administrative matters, arranged meetings, liaised with the University, managed shoots and crew.
- Helped in ideation, scriptwriting, filming and editing creative videos published on SUTD Productions YouTube channel
- Involved in the making of SUTD's first live talk show, The Sunrise Show

Project Director, Namaste (SUTD Indian Cultural Club)

May 18 to Dec 19

- Managed a team of 9 executive members to plan and organise a 3-hour programme that included various performances and food for SUTD students, staff and faculty to celebrate Deepavali and spread Indian culture. Acquired a turnout of 100 people.

SKILLS

- **Programming:** Python, Java, R, C++, JavaScript, HTML&CSS, SQL, Hadoop, Visual Basic for Applications, Unity.
- **Design:** Design Thinking Methodology, Adobe Illustrator, Adobe XD, Figma, Adobe Photoshop, Adobe Premiere Pro.
- **Others:** Microsoft Office.
- Fluent in English, Tamil and Hindi (spoken and written).