

N Veerendra Varun

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Relevant Project Experience

Real MVP Product, *Autonomous side view mirror for vehicles*

- Developed an MVP for an autonomous side view mirror, leading a cross-functional team, managing lifecycle, conducting research, defining requirements, overseeing design, development, and testing, resulting in a 30% improvement in obstacle detection and a 20% reduction in response time.
- Collected feedback from 3 industry experts, achieving 95% positive reviews, and aligning product development strategy with market needs for potential commercialization and the MVP was named one of top 5 of the department for the year.

Case Studies, *MVPs, UI/UX Mock-ups, PRDs and Product Teardowns*

- Developed a PRD focusing on enhancing user engagement and retention by 15% by introducing a new feature called "Scrolls" and designed UI/UX for new interface and feature. Link: [Amazon Prime Video](#)
- Developed user flow for Startup App "HealMeRight", focusing on user experience, including UI/UX mock ups. Link: [Enhancing User Experience to Drive Subscription Conversions](#)
- Introducing new feature on Notion. Link: [Collaborative Whiteboarding on Notion](#)
- Improving new user Onboarding process on Canva. Link: [Canva](#)

Data Analytics, *Final Year Project, Numerical and Experimental study of notched-jets*

- Analyzed trends and extracted insights from 200+ data points, culminating in the presentation of a journal paper "Numerical Investigation of Notched Jets".
- Part of experimental design and data-driven decisions, testing 7 variations against a baseline model, achieving a 15% performance increase; utilized 3D design and simulation of notched jets, with results validated at 98% accuracy.

Competitive Analysis- *Competing Digital marketing companies*

- Analyzed pricing strategies and plans for a mini project, evaluating 5 company offerings to determine optimal price points and perks.
- Conducted market research and analyzed customer feedback to identify key features, resulting in a 15% increase in user engagement metrics.

WORK EXPERIENCE

HealMeRight, *Product Manager (Intern)*

- Conducted Market, User and Competitive analysis
- Designed user flow and UI/UX for the HealMeRight app's landing page, optimizing the user experience to guide users seamlessly toward pricing plans.
- Built value-based pricing strategies and crafted narratives for subscription models, aligning pricing with user needs to drive engagement and maximize conversion.

TECHNICAL SKILLS

Programming languages: C/C++, Python, DAX, MySQL, Excel

Data and design: Figma, Miro, Amplitutde, Microsoft Clarity, LucidChart, Microsoft Excel, PowerBI, PowerQuery, Notion, AutoCAD, CATIA, ANSYS workbench, Microsoft Office, Adobe After effects/Premiere Pro

Languages: English, Hindi, Tamil. Telugu, German (Beginner)

CERTIFICATIONS

Preparing Data for Analysis with Microsoft Excel, Data analysis and visualization with PowerBI- Microsoft
Agile- JP Morgan Chase & Co.

EDUCATION

Rajalakshmi Engineering College

2020-2024

BE Aeronautical Engineering