Vivek Karicheti

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EDUCATION

Master's in Management of Technology, New York University · **September 2019- May 2021**
GPA- 3.7/4.0 · **New York City, USA**
- Specialization- Business Design and Business Analytics
- Graduate School of Engineering Scholarship Awardee

Bachelor's in Computer Science and Engineering, GR Institute of Engineering and Technology · **September 2014- May 2018**
GPA- 3.6/4.0 · **Hyderabad, India**

WORK EXPERIENCE

Product Management Intern · **September 2020- Present**
Tegger DLT Inc., New York City, New York
- Coordinated with a 9-member cross-functional team of Data Analysts, Software Developers and UI/UX Designers using the Agile Scrum methodology to revamp a core product, increasing customer interaction by 6x times, and increasing average daily sign ups by ~ 500%.
- Spearheading a project with a team of 4 people to develop a content display product to increase customer interaction on home page. Duties include product backlog grooming, requirements analysis and sprint planning.
- Developed a product strategy using the Design Thinking methodology, gathered data through market analysis and research, conducted usability tests, A/B tests and built KPI boards for performance insights.
- Conducted interviews to recruit design, operations, and data scientist interns for the product teams.
- Explored affiliate marketing as a viable source of income using AWIN.
- Worked with upper management to enable a partnership with Props Project and enabling our customers to deal with cryptocurrency.

Operations Strategy Consultant · **May 2018- August 2019**
M/S K. Chandrasekhar Rao, Raipur, India
- Member of a 3-person team put in charge of the daily operations of a bridge overpass work site consisting of almost 50 workers. Performed statistical analysis using analytical tools.
- Spearheaded a program to equip the team to make data driven decisions by standardizing the data collection process and designing multiple need based dynamic dashboards using Power BI and Tableau to report on KPI's and track work progress.
- Played an essential role by conducting research and securing a work tender worth approx. 35% of the profits for the fiscal year 2018-19.

ACADEMIC PROJECTS

Brand Marketing Strategy – Capstone/ Product Management · **January 2021- May 2021**
- Team lead for a project focused on developing a marketing strategy for a new food product.
- Utilized Simmons Insights, Tableau and Alteryx to conduct market research for a go-to-market strategy.

Business Analysis- NYU Makerspace Design Lab · **September 2020- December 2020**
- Worked with a team of 4 people to advise NYU's Makerspace Design Lab on what steps to take to improve participation in their workshops by collecting student attendance data and conducting analysis.

Versastale - a food repurposing service · **September 2020- December 2020**
- Team lead for a project focused on repurposing stale bread and reducing food waste
- Applied Design Thinking Methodology to develop a business plan and present a market viable product.

SKILLS

- **Technical (Programming and Visual Analytics)**
  R, Python, MySQL, HTML, Adobe XD, Tableau, Power BI
- **Tools**
  Microsoft Office, Google Suite, Trello, MongoDB, Simmons Insights