

EDUCATION

University of Southern California

Graduating May 2023 | GPA: 3.76

B.S. Computer Science and Business
Administration

Minor: Entrepreneurship

Relevant Coursework:

- CSCI 104: Data Structures and Object Oriented Design
- CSCI 170: Discrete Methods in CS
- DES 332A: Typography
- ITP 190: Photoshop

Oberoi International School

IBDP: 38/45

IGCSE: 94.2% (top-5), 7A*, 1A

AWARDS & HONORS

TrojanHacks, 3rd Place

October, 2019

Viterbi Dean's List

December, 2019

First Robotics Competition (FRC), World Championship Finalist & Safety Specialist 2017-2018

- Chairman's Award in Southern Cross Regional,
- Safety Animation Award
- Safety Award in the Southern Cross Regional, the Safety Runners-Up Award in the South Pacific Regional, and the Safety Runners-Up Award in the FIRST Championship, Houston

SKILLS

C++

Algorithms

React JS, Material UI, Web Development

Adobe Photoshop, InDesign

Typography

INTERESTS

Kathak & Bharatnatyam

Quilling

Reading (currently reading GoT)

Social Service & Volunteering

GET IN TOUCH WITH ME

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YASHVI JAJU

yjaju.github.io

PROJECTS

Crave, LavaLab | Jan-May 2020

LavaLab is the University of Southern California's premier startup-incubator comprising the school's top ~1% of Designers, Developers, and Product Managers.

- Collaborated with a team of 4 to ideate and prototype a startup
- Specialised as the front-end web-developer, using the **ReactJS** library with a **Materialize** framework to build a **Progressive Web Application**
- Founded Crave: a delivery service specialising in bringing international food to university students at affordable rates
- Pitched Crave to investors at LavaLab's Demo Day via twitch.tv

Makers | Jan 2020- ongoing

USC Makers is a student-led, Viterbi-sponsored club where mechatronics and innovation come together to create hardware and software solutions.

The club comprises Viterbi's top ~5% of engineers

- Working on Flip-Off, an electromagnetic flip-disc display

USC Schedule Maker | October 2019

- Created an automated schedule generator for USC students
- Programmed in **Python** and **C++**
- Used **web-scraping** to collect class schedules and **Tkinter API** to build GUI

WORK EXPERIENCE

Product Development Intern

McDonald's Hardcastle Restaurants Pvt Ltd | July 2019

- Analysed and beta-tested McDonald's pilot feature: On The Go (delivering food en-route)
- Interacted with and observed consumers to gather customer feedback
- Compared statistical success data from pilot runs and user-flows from similar services. Also analysed complaints registered in the last month
- Mapped API calls to capture usage trends and identify key stores to run second round of testing
- Proposed technological, product, and marketing modifications to existing pilot model to boost success rate

Software Analyst

BookMyShow | July 2018

BookMyShow is a digital ticketing company with a dominant share of events and entertainment ticketing in India.

- Beta-tested Partner App to improve functionality
- Analysed and researched the software frameworks and libraries used

Software Tester

First WalkIn Technologies | July 2017

A software company focused on helping clients enhance customers' experiences and collect data to provide visibility into consumer trends.

- Created a chat-bot to deploy on Facebook
- Beta-tested software solutions in development, including the chat-bot developed for use by Cafe Coffee Day
- Drafted a concept note for a new potential client

COMMUNITY SERVICE EXPERIENCE

Founder, President

Pride For Labour | 2016-2019

An initiative to dignify the work of domestic labor

- Conducted social experiments to examine treatment of domestic staff and employer sensitivity to their conditions
- Designed a multi-phased program, secured school support, and participation of 500+parents / students:
 1. Coordinated student and teacher volunteers to clean the 8-storey campus while the staff was treated to lunch and movies
 2. Collected 400+ gifts and distributed to support staff for Christmas
 3. Conducted campaigns to increase awareness amongst students to respect domestic staff

Software Intern

iSPIRT | July 2017

iSPIRT is a not-for-profit think tank that evangelises and develops societal tech platforms.

- Beta-tested iSPIRT's open source digital education app
- Assisted in editing a technical paper on 'Digital Yatra', a project to digitise travel and make Indian airports paperless through Aadhar

Marketing Intern

TRRAIN - Trust for Retailers and Retail Associates of India | July 2016

TRRAIN is a not for profit, focused on supporting millions of people who work across organised and unorganised retail sectors in India, with limited access to training to move up the income curve and non existent social security and healthcare benefits.

- Identified key improvements to the company's website to boost user experience
- Analysed social media handles through comparisons with other leading not-for-profit organisations to identify trends that would boost popularity
- Oversaw training of the physically disabled on skills required in organised retail

Student Volunteer

ONergy | July 2015

ONergy, based out of Kolkata, distributes solar powered products to villages in West Bengal at affordable prices. It also runs local support programmes to educate the villagers on technology

- Travelled extensively into villages in West Bengal to interact with the locals and understand the situation
- Educated the children in these villages to operate computers, search engines, etc to learn English and educate themselves

LEADERSHIP ROLES

Host, President

TEDxYouth@OIS | 2017-2019

TEDxYouth@OIS is a student-led TED-licensed event organized by Oberoi International School, Mumbai.

- 2018-2019: President
- 2017-2018: Head of Tech (developed the website and all other e-marketing material)

President

Relay For Life, Oberoi International School | 2015-2018

2017-18: President

- Raised USD 22,000 in 3.5 months for the Indian Cancer Society
- Awarded role of Student Ambassador by the Indian Cancer Society
- Received participation from 400+ students and teachers

2016-17: Member of Publicity & Design

2015-16: Fundraising Volunteer

Head of Publicity and Design

Walk A Mile in Her Shoes, Oberoi International School | 2018

Walk A Mile in Her Shoes is a rally against sexual assault

- Led the Publicity and Design team
- Curated all digital and physical marketing material with the team