# HARSH JAIN

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## EDUCATION

- **Columbia University – The Fu Foundation School of Engineering and Applied Science**, New York, USA, Master of Science in Management Science and Engineering (MS&E), 2025-2026
- **SRM INSTITUTE OF SCIENCE AND TECHNOLOGY**, Chennai, India, Bachelor of Engineering, SRM Engineering, GPA: 8.74/10, 2021-2025
- Member of the Synergy club, Led the Technical Head of Events at SRM

## WORK EXPERIENCE

- **Jabnex**, Chandigarh, India, Product Marketing & Sales Management Intern, November 2023 – Present
  - Conducted in-depth customer surveys and interviews to uncover key motivations and pain points, driving a 30% improvement in effectiveness of targeted sales strategies and boosting sales conversion rates by 15% through tailored campaigns.
  - Leveraged data-driven segmentation to refine sales strategies, resulting in a 20% increase in customer acquisition and business growth by aligning sales efforts with customer needs.
  - Teamed up with cross-functional teams to streamline the sales funnel, reducing lead-to-sale conversion time by 15% and improving customer retention through targeted follow-up strategies and enhanced long-term engagement.
- **YTSE TECHNOLOGIES**, Chennai, India, Web Development Intern, June 2023 - October 2023
  - Engineered interactive and adaptive web pages using HTML, CSS, and JavaScript, ensuring seamless functionality, optimal usability, and accessibility across various devices and platforms.
  - Developed efficient back-end systems with Node.js, streamlining API communication, implementing advanced caching strategies, and reducing response times by 25% to significantly enhance overall application performance.
  - Coordinated with a cross-functional Agile team to improve task prioritization and streamline workflows, resulting in a 20% reduction in project completion time while maintaining high-quality deliverables.

## ACADEMIC PROJECTS

- **Emotion Recognition System Using Cross-Modal Translation**
  - Created an advanced system for recognizing human emotions by translating data between audio and visual modalities using cutting-edge deep learning techniques, enabling seamless bi-directional emotion detection.
  - Designed and implemented a hybrid model combining Convolutional Neural Networks (CNNs) and Recurrent Neural Networks (RNNs), improving recognition accuracy by 15% compared to existing models and achieving 85% real-time detection accuracy.
  - Utilized Python, TensorFlow, and OpenCV for efficient image processing and classification, and deployed the model on AWS, ensuring scalable processing, efficient handling of large datasets, and enhanced system responsiveness during real-time emotion analysis.
- **Automated Traffic Management System Using Machine Learning**
  - Developed an AI-powered traffic management system to optimize traffic flow and minimize congestion using real-time data from sensors and cameras across multiple intersections, intelligently adapting to varying traffic conditions.
  - Integrated advanced machine learning algorithms, including decision trees and reinforcement learning, to dynamically adjust traffic light cycles based on real-time vehicle density and emergency vehicle detection, resulting in a significant 30% reduction in average wait times.
  - Collaborated with municipal authorities to align the solution with city infrastructure requirements, utilizing Python, Flask, and AWS IoT services for efficient real-time data collection, processing, and decision-making to enable robust and scalable system performance.

**PUBLICATION**

- **Understanding Data Privacy and Ethical Considerations in Learning Analytics**, Published in the book Revolutionizing Education with Remote Experimentation and Learning Analytics, ISBN-13: 9798369385937 | IGI Global | Scopus Indexed.
- **Enhancing Lifecycle Stages and Navigating Implementation Hurdles for AI-powered Tools and Challenges in Cloud-Native Software Development**, Accepted by Springer.
- **Hyper Spectral Satellite Image Classification Based on Land and Water Bodies Area Detection using Machine Learning and Opencv Techniques**, Accepted and Presented in GIEST 2024.
- **Revolutionizing Network Security: Stacked Generalization for Malicious Traffic Detection**, Accepted and Presented in ICRAECCT 2025.

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**LEADERSHIP EXPERIENCE**

- Led a team of 10+ volunteers in WWF India's Magical Mangroves Movement – Phase 5, engaging with students from 6 universities and raising awareness among over 200 individuals about ecological and climate benefits of mangroves.
- Engaged with the local community to support mangrove conservation efforts and promote environmental sustainability.

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**SKILLS AND INTERESTS**

**Technical Skills:** C++, Java, JavaScript, Python, R, Advanced SQL, Microsoft SQL Server, Oracle, MySQL, MongoDB, SQLite, Tableau, Power BI, Excel, PowerPoint, Microsoft Word, Git, Jira.
**Other Skills:** Product Management, Agile Methodology, Operations Management, Process Planning, Risk Management, Strategic Decision.