Varsha Venkatesh

Email: varshavenkatesh28@gmail.com   **Mobile**: +65 98820613
Portfolio: https://varshav28.github.io/portfolio   **LinkedIn**: https://www.linkedin.com/in/varsha-venkatesh28

EDUCATION

Singapore University of Technology and Design (SUTD)   **2018 - 2021**
- Bachelor of Engineering (Computer Science and Design), Honours - **Data Analytics** & minor in **Digital Humanities**
- SUTD Student Achievement Awards 2020 recipient

WORK EXPERIENCE

Avanade - Senior Associate, Data Engineering, Analytics   **2021 - Present**
- Plan, design and deliver data solutions that are accessible and easy to use for clients

ClueUP – **Product Design and User Research**   **2020 - 2021**
- Designed a user-friendly prototype using Figma for ClueUp, an emerging personal growth platform focused on helping students use their strengths and life skills to succeed
- Working with a strategy team, gathering and monitoring data to improve the B2C business model that creates top-quality digital experiences for the users
- Managed an agile process for design: launched logo, website, and infographics and conducted focus groups to collect qualitative data for content build and evaluated competitor products

Quod AI – **Data Analyst Intern**   **2020**
- Developed training datasets for the company's AI model that translates raw source code into natural language.
- Analysed, captured, and evaluated a large amount of source code data at a high level of accuracy and efficiency
- Analysed and interpreted trends in these complex datasets and developed logical taxonomy classes using Quod AI's backend software
- Helped the AI model reach ~75% accuracy by reviewing performance and providing ongoing reports

Changi Airport Group - UX Experience Creation (CoDE) Intern   **2019**
- 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
- Conducted user interviews, performed stakeholder analysis and identified opportunities for improvement

HP Inc. – Computer Science Intern   **2019**
- 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
- Built positive rapport with business process owners to identify and propose opportunities for optimisation
- Extracted, interpreted and analysed data to identify key metrics and transform raw data into meaningful information, and visualised the data through user-friendly dashboards

ACADEMIC PROJECTS

Citibank Capstone Project - Enhancing the Workflow Experience - Solution Design   **2021**
- Designed and developed an integrated system using Microsoft Powerapps help improve the efficiency of Citibank's internal processes
- Analysed workflows and identified opportunities for re-design and automation, working with the stakeholders
- Created Figma wire-frames, performed user-testing and built a fully functional, intuitive user-interface

Smart Fridge - Front-end developer   **2020**
- Identified a problem statement, needs and constraints under the theme "Smart Home" through user research
- Developed an user-friendly Android app (Java) from an Figma wireframe that leveraged information from a camera-feed/real-time database

Analysis of Covid-19 Sentiments on Social Media - Data Analysis and Visualisation   **2020**
- Conducted an exploratory data analysis project to investigate the correlation between Covid-19 sentiments on social media and the infection rate using Python
- Scraped data from Twitter and Reddit and evaluated various machine learning models for sentiment analysis and multi-class classification to achieve 82% accuracy
- Visualised the results using data visualisations (D3.js & Flourish) to validate our hypothesis

Harry Potter – Who said What? – Digital Humanities   **2019**
- Identified trends in movie dialogues to analyse character development in the Harry Potter Series and got featured in Digital Humanities Minor Honors Gallery as one of the best class projects
- Prepared a dataset using NLP methods (Python) and created data visualisations using Flourish and D3.js

SKILLS

- ***Programming***: Python, JavaScript, HTML&CSS, Java, C++, SQL, VBA
- ***Design***: Design Thinking Methodology, Adobe Creative Suite, Figma for wire-framing
- ***Others:*** Microsoft Office
- Fluent in English, Tamil and Hindi (spoken and written)

CO-CURRICULAR ACTIVITIES

President, Taal (SUTD Indian Dance Club)   **2018 - 2019**
- 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   **2019 - 2020**
- Arranged workshops, managed administrative matters, liaised with the university, managed shoots and crew.
- Delivered digital creative assets using Adobe Creative Suites, utilising an eye for design and editorial skills.
- Helped in ideation, scriptwriting, filming and editing creative videos for the SUTD Productions YouTube channel
- Involved in the production of SUTD's first live talk show, The Sunrise Show

Project Director, Namaste (SUTD Indian Cultural Club)   **2018**
- 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.