UTKARSHA CHOURASIA

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Aspiring Product Manager with a proven track record of strategically leading teams. As the Graduate Student Council President at NYU, orchestrated a team of 15 to optimize the experiences of 5,000+ graduate students through agile strategies. Demonstrated analytical skills during the capstone project and achieved a 14% improvement in packaging capacity with an 11% increased production. Pioneered a data-driven social project that empowered 150+ women through informed decision-making. Committed to driving societal impact through technology and data-centric project management.

SKILLS

- Product Strategy & Roadmap
- Strategic Thinking & Problem Solving (Miro)
- Project Management (Agile - Asana, MS word)
- Market Understanding & Customer Empathy
- Data Visualisation (Tableau, Power BI)
- Cross Functional Leadership

- Software Development Life cycle (SDLC)
- Data Analysis & Interpretation (Google Analytics, Six Sigma)
- Technical (Python, SQL, Microsoft 365)
- API and Integration Understanding
- Strong communication & Time Management

EXPERIENCE

Business Analyst, Prose Inc.   Jan. 2023 – May 2023
Capstone Project: Operation Improvement, D2C facility

- Achieved a 14% improvement in packaging efficiency by reducing 'one-bottle order' packaging time from 48.9 to 42.0 seconds.
- Increased production capacity by 11% through workforce optimization and hiring, enabling the company to meet demand efficiently.

President, Graduate Student Council, NYU Tandon   Sept. 2022 – May 2023

- Successfully won the election among 5000+ graduate students, with exceptional marketing and persuasive skills.
- Led a diverse team of 15 members, organizing and executing 20+ academic, career-oriented, interactive, and networking events fostering to enhance the student experience and fostering a thriving school community.

Founder, BleedBOLD: Breaking Taboos   June 2022 – Present
Social Initiative: NYU Entrepreneurship Bootcamp certified

- Launched a social initiative empowering 150+ women with secure and sustainable menstrual solutions, leveraging technology. Conducted TAM/SAM analysis, defined KPIs, and crafted a roadmap for eco-friendly menstrual cups accessibility.
- Organized 15+ impactful workshops utilizing data visualization tools, achieving a 90% positive feedback rating and effectively breaking taboos while measuring workshop effectiveness with KPIs.

Teacher Assistant, NYU Computer Science Department   Sept. 2021 – May 2023

- Assisted, graded, and guided 150+ students through software engineering coursework, while also spearheading workshops and conducting office hours to enhance their mastery of the subject.

Project Engineer Intern, Indian Space Research Organisation(ISRO)   June 2018 – July 2018

- Revamped the IR telescope system by configuring Visual Studio with N port, effectively connecting the physical IR telescope keyboard to a virtual counterpart, optimizing its functionality to meet the demands of the modern tech landscape.

COURSEWORK

- Business Analytics
- Project Management
- Data Visualisation
- Financial Analysis
- New Product Development
- Design Strategies
- Global Innovation
- Economics and Strategy
- Financial Analysis

AWARDS & CERTIFICATIONS

- NYU Scholarship Awardee
- Rajiv Gandhi Scholarship Award Nominee
- NYU Student Leadership Award
- NYU Entrepreneurship Bootcamp Certification
- IBM Data Analytics Certification (undergoing)
- Women Senior Football Nationals (India)
- Schneider Go Green Challenge '23 Participation Certification

EDUCATION

New York University, Tandon School of Engineering, New York City, USA   Sep. 2021 – May 2023
M.S. Management of Technology, (scholarship awardee)

Rajasthan Technical University, JECRC, Jaipur, India   Aug. 2015 – June 2019
B.Tech in Computer Science and Engineering