

## EDUCATION

- FLAME University**, Pune, Maharashtra 2026  
*BBA (Honours), Design Management*
- Relevant Coursework: **Data Analysis** (Python, Excel, Power BI), **Project Management** (Asana, JIRA), **Design Thinking** (User Research, User Stories, Usability Testing, Human-centred Solutions), **Market Research** (Customer Segmentation, Competitive Benchmarking, SPSS), **Machine Learning** (Python), **Wireframing** (Figma, Miro, Canva).
- Heritage Xperiential Learning School**, Gurgaon, Haryana 2022  
*Class XII (CBSE)*

## WORK EXPERIENCE

- J.K. CEMENT LTD. — JK MAXX PAINTS DIVISION** Gurgaon, Haryana  
*Product Management Intern* July 2025-August 2025
- Drove relaunch of the wooden coatings line through competitive benchmarking and user segmentation to define differentiation.
  - Built GTM collateral (Technical data sheet, Product requirements document, Packaging deck) for sales enablement and market positioning.
  - Developed market-aligned product variants and assortments using category trends, regional insights, and demographic data.
- SIEMENS INDUSTRY SOFTWARE (INDIA) PVT. LTD** Gurgaon, Haryana  
*Data Analysis and Insights Intern* May 2025-July 2025
- Identified user pain points in five years of raw IT ticket data using Python and NLP, mapped hotspots by location/device/category/time, and translated insights into a targeted support strategy.
  - Built a decision dashboard for leadership leveraging Power BI to assess outsourced vendor workloads and forecast regional staffing and shift needs for in-housing IT operations.
- MARUTI SUZUKI INDIA LIMITED** Gurgaon, Haryana  
*Research And Development Intern* May 2024-June 2024
- Conducted preliminary user research for the forthcoming NEXA Merchandising line with the design team. Ran onsite interviews, competitor analysis, and benchmarking. Synthesised insights into personas and JTBD to drive data-driven, empathy-led product direction.
  - Delivered an actionable strategy brief covering positioning and pricing strategy. Aligned the R&D roadmap with market trends and user expectations through clear opportunity areas and prioritised recommendations.
- CRY - CHILD RIGHTS AND YOU** Gurgaon, Haryana  
*Project Management Intern* May 2023-July 2023
- Led a team of 4 interns and the Children for Children campaign, coordinated volunteer sign-ups and logistics for 100+ participants, managed fundraising and event planning, and secure expert speakers for program sessions.
  - Organised a gender-inclusive sports camp and mentored volunteers in coaching 40 children towards defined goals.
  - Collaborated with Microsoft on CSR awareness campaigns to highlight child labour issues and raise funds.
  - Partnered with Bisleri to convert children's artwork into 1,000+ recycled benches, demonstrating product storytelling.

## ADDITIONAL POSITIONS HELD

- FLAME University - Student Ambassador**
- Represent the university to prospective students and counsellors, guiding and informing on programs and offerings.
- Discover India Program — Group Representative**
- Served as team representative during on-site field research at SAICE, Pondicherry, supervising logistics, finances, and documentation to produce a report and documentary on the institute's educational methods.
- WageIndicator - Social Media And Research Intern**
- Collected pricing data on goods to benchmark living costs and visualised insights via social media to raise awareness.
- Psyche Panacea - Product Intern**
- Digitised psychometric assessments for remote evaluation and supervised virtual and in-person counselling sessions.
- HR Association India - Project Intern**
- Executed HR Distinction Awards 2020, managing social media, compiling HR database, and leading event technology.
- Celebs - Founder**
- Founded 'Celebs' in school, designing and selling celebrity-themed T-shirts and overseeing operations and marketing.

## CERTIFICATIONS

- **CIID - AI for Everyday Life:** Attended on-site workshop. Identified practical AI use cases and prototyped with prompt engineering and Teachable Machine.
- **Edept - GenAI for Market Skills:** Completed on-site training applying generative AI tools for enhanced productivity.
- **LinkedIn Learning - Building AI Literacy:** AI productivity, AI strategy, and responsible AI.
- **LinkedIn Learning - Improve Your Teamwork Skills:** Collaboration, conflict resolution and communication.