

# UTKARSH KHANDELWAL

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## EDUCATION

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### Carnegie Mellon University

Master of Science in Software Management, GPA: 4.0/4.0

Mountain View, CA

Aug 2022 – Dec 2023

**Coursework:** Architecture Principles for Product Managers, Product Definition and Validation, Innovation and Entrepreneurship.

### Stanford Graduate School of Business

Stanford Executive Education Certification in Design Thinking

Sept 2021 - Dec 2021

**Coursework:** Hypothesis Driven Innovation, User Interviewing and Observation, Prototyping & MVP, Business Model Canvas.

### Panjab University

Bachelor of Engineering in Computer Science, GPA: 8.13/10

Chandigarh, India

Jul 2015 - June 2019

**Coursework:** Database Management Systems, Data Mining, Data Structures, Algorithms, Software Engineering, Computer Vision.

## PROFESSIONAL WORK EXPERIENCE

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### Rootworkz Technology LLP

Founder & Head of Product

Chandigarh, India

Dec 2019 - Jul 2022

Rootworkz is a Govt. of India backed ed-tech venture aimed at digitizing school education by providing SaaS based online learning solutions. The venture successfully led school digitization in 50+ cities and 100k+ students across states of North India.

- Collaborated on a Govt. project to launch online education platform "UDGAM" to provide education to more than **70k+ students**.
- Managed a cross functional team of 12 engineers, designers to launch **10+ product features** in 2 years.
- Steered product roadmap, vision, demos, customer surveys, MVP and product launch in **50+ cities** across India.
- Owned the product strategy, roadmap and execution of features to enable value proposition & defining the user segments.
- Conceptualized user journey on Figma/Canva by creating wireframes on Figma/Canva based on survey among **100+ teachers**.
- Launched an MVP of AI study bot to demonstrate customized learning capability resulting in **improved retention rate of 25%**.
- Bootstrapped operations and strategized pricing model to streamline product offering against industry and accelerate user growth.
- Defined end to end Product Architecture and owned Software Delivery to develop, build, test and launch LMS platform.

Achievements:

- Awarded **"Tech Innovation for Managing COVID-19" from Government of India**, leading to fundraising worth INR 100k.
- **Winner of Asia's Largest Business Model Competition** competing with 12,500+ start-ups to win Eureka'21. Awarded cash prize and credits of **INR 1.2 million** from Cisco Launchpad, Amazon and Freshworks.
- Selected as **Top 10 startups in India Innovation Championship 2021** and **Top 100 startups by Amazon Sambhv 2021**.

### Mobiprep

Product Design and Innovation (Capstone Project- Stanford GSB Design Thinking)

Chandigarh, India

Dec 2022 - Jul 2022

- Developed MVP platform aimed to improve student's success in examinations **by reducing the prep time by more than 20%**.
- Successfully onboarded 1000+ students in first month of the launch and further extended the platform to 2000+ interactive resources including job placement preparation, competitive examinations, interview guidance, and university examinations.
- Scaled the platform to 50+ engineering colleges and collaborated with 25+ Subject Matter Experts for prep mentorship program.
- Implemented AMP enabled Search Engine Optimization (SEO) to improve mom organic growth by 80% leading to CTR improvement from 2.2% to 5.3%, organic impressions/month improvement from 15k to 50k/month.
- Led social media marketing campaigns and received a monthly organic reach of 12k+ impressions across 6+ SMM channels.

### Quark Software Inc.

Automation Product Testing Intern

Mohali, India

Dec 2021 - Jul 2022

- Engineered & Developed Automation Test frameworks with help of Selenium WebDriver, Protractor and TestNG.
- Led code Performance, Load & Unit Testing on Selenium technology on core products of QuarkXpress.
- Collaborated with QA team to generate comprehensive testing suites for consumer-facing products.

## PROJECT WORK

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### Identity and Access Management | Carnegie Mellon University, Aug 2022

- Designed Restful APIs and Technical Product architecture for a corporate IAM application.
- Developed a web prototype and applied Service Oriented Architecture(SOA) practices to ensure scalability, reliability, and authorized access for technology assets to appropriate users.

## TECHNICAL SKILLS

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- Programming Languages: Python, C, C++, SQL, Javascript, Web Development, Machine Learning.
- Libraries & Frameworks: AWS, Google Analytics, Google AdSense, Wit.ai, Figma, JMeter, Canva.