## **UTKARSH KHANDELWAL**

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#### **EDUCATION**

#### **Carnegie Mellon University**

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

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

#### **PROFESSIONAL WORK EXPERIENCE**

#### Rootworkz Technology LLP

Founder & Head of Product

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 Sambhy 2021. •

#### Mobiprep

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

- 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

- Engineered & Developed Automation Test frameworks with help of Selenium WebDrivers, 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** 

#### 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**

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

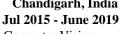
# Chandigarh. India

### Dec 2022 - Jul 2022

Aug 2022 – Dec 2023

Chandigarh, India

# Mountain View, CA



Chandigarh, India

Mohali, India Dec 2021 - Jul 2022