

UTKARSH KHANDELWAL

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EDUCATION

Carnegie Mellon University

Master of Science in Software Management, GPA: 3.93/4.0

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

Rootworkz Technology LLP

Founder & CEO

Chandigarh, India

Dec 2019 - Jul 2022

A Govt. of India backed ed-tech venture aimed at digitizing school education by providing SaaS based online learning solutions.

- Collaborated on a Govt. project to aid education to **70k+ students** by launching online learning platform "UDGAM".
- Led a product team of **8+ engineers and designers** to launch **10+ product features** for LMS (Learning Management System).
- Scaled the platform to **50+ cities** by steering product strategy, roadmap, demos, customer surveys, and product vision.
- Strategized and pivoted the business model from **B2C to B2B**, addressing the K-12 education segment and collaborating with **6+ state governments** [100+ schools] on smart city projects.
- Bootstrapped operations and strategized tiered pricing model to streamline product offering against industry.
- Conducted extensive market-survey among **600+ teachers and students**, to conceptualize user journey and define product strategy.
- Built chatbot support, product documentation and assets resulting in **30% reduction in customer escalations**.

Achievements:

- **Winner of Asia's Largest Business Model Competition** competing with **12,500+ start-ups** to win Eureka'21. Awarded cash prize and credits worth INR 1.2 million from Cisco Launchpad, Amazon and Freshworks.
- Presented the platform at 8+ entrepreneurship summits and selected as **Top 10 startups in India Innovation Championship 2021** and selected as Top 100 startups in Amazon Sambhv 2021.
- Awarded "**Tech Innovation for Managing COVID-19**" from Government of India, leading to seed fundraising worth INR 150k.

Mobiprep

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

Chandigarh, India

Dec 2021 - Jul 2022

- Launched a learning 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+ study resources.
- Scaled the platform to **35+ 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+ marketing channels**.

PROJECT WORK

AuthHQ: Corporate Identity and Access Management System (IAM) | CMU, Aug 2022

- Defined the Technical Product Architecture for a corporate IAM by designing Restful APIs and developing business workflows.
- Applied Service Oriented Architecture (SOA) practices to design business, utility and gateway services.

The RED: ML driven platform for early detection of heart disease | CMU, Dec 2022

- Conducted user interviews with heart patients, cardiologists to define product requirements & develop a proof of concept (POC).
- Aided in product development by managing a team of ML engineers to train the product, achieving a **91% training accuracy**.
- Led agile sprint planning to manage project resources, ensuring successful delivery of POC within desired timeline.

SKILLS

- Product Skills: Digital Marketing Strategy, Market Research Data Analysis, Product Design, UI/UX, Product Road mapping.
- Technical Skills & Tools: Web Development, SQL, Google Analytics, Google AdSense, Wit.ai, Figma, JMeter, Canva.