Mavisha Ramachandran

(628) 280-8603 | www.mavisha.com | mavisha2@illinois.edu

EDUCATION

University of Illinois at Urbana-Champaign (Gies College of Business)   **August 2020**
  Master of Science in Technology Management **Urbana, IL**   GPA: 3.76/4.0
  Concentration in Business Data Analytics
Anna University (College of Engineering, Guindy)   **May 2016**
  Bachelor of Engineering in Mechanical Engineering, **Chennai, India**

EXPERIENCE

Illinois MakerLab - Champaign, Illinois   **August '19 - Present**
Product Manager (Product Partnerships)
- Analyzed customer data to identify user needs and developed a product plan to provide customers with a wide array of options to boost customer segments growing revenue by 40%
- Worked with stakeholders to prioritize features and write user stories to provide teams with clear definition of vision to ship features by the scheduled time
- Worked with engineering to reduce the labor cost to 50% of mass scale manufacturing by bringing on board a fully automated 3D printer array, in addition to implementing testing protocols

Unichem Trading Company - Chennai, India   **November '16 – July '19**
Business Development Executive (Growth Analyst)
- Redesigned the company website to establish and grow their online presence through powerful succinct messaging within the SAARC region increasing monthly leads by 23%
- Increased revenue to 115% by conducting financial analysis to better understand the levers in the B2B capital-intensive business; partnered with the imports department to transition payments
- Responsible for managing sales pipeline reporting to monitor business goals for the fiscal year

Rootcode Labs – Colombo, Sri Lanka   **November '16–July '17**
Business Development Executive (Product Analyst)
- Reduced wastage by using experimentation and a/b testing with end-customers to achieve alignment and select the best performing options to deliver to the design and engineering teams
- Created assets to communicate the sales strategy to the client for their launch in the United Kingdom

Madras Motors Limited – Chennai, India   **May '16 – October '16**
Research & Design Engineer – (Market Research)
- Responsible for the Go-to-Market strategy for the Prototype 1 e-bike, but ultimately recommended the team not to launch the product since it was not the right timing and lacked product-market fit
- Simulated stress testing, finite elemental analysis and dynamic simulations, on the initial bike design

Creator – **San Francisco, USA**   **June '16-July '16**
Intern (QA Analyst)
- Designed tests on the initial burger robot to interpret bun catchment accuracy post incision of the burgers and identified the root cause for failures and provided recommendations to engineering
- Collaborated with engineering to troubleshoot incomplete patty transfer
- Conducted customer interviews to prioritize efforts on building the required features

LEADERSHIP EXPERIENCE

University of Illinois - Champaign, Illinois   **August '19 – May '20**
Teaching Assistant (Business Process Modeling/Supply Chain)
- Conducted a weekly student survey to measure content effectiveness, using the results, partnered with Professor Hongyan to influence future material that catered to student needs better
- Implemented a student engagement tool that offered a way to measure student engagement

Project Manager – Hip Hop Entrepreneurship   **January '20 – May '20**
- Curated documentation for the Hip Hop STEM Lab so that contributing stakeholders had definition of their role and scope of their work
- Downsized and pivoted projects during the wake of the pandemic to ensure timely delivery

SOFTWARE & CERTIFICATIONS

Technical: Python, SQL, R, Cura, JIRA, Confluence, Figma, Adobe Suite, Preform, Tableau, Podio, Final Cut, Zoho One, Wix, Fusion 360, Illustrator, Arduino, Swift, Xcode, CPM (Certified Product Manager)