

AMAYA KEJRIWAL

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ABOUT ME

I am passionate about products and technology. I love learning and understanding customer needs in order to design impactful solutions.

SKILLS

Coding - Java, HTML/CSS/JS, Node.js, SQL, R
Design and Wireframes - Figma, Balsamiq

PROJECTS

Portfolio - amayak.com

Actionable Workplace Diversity (2021)

Misinformation Escape Room (2021)

HuskyShield App (2021)

Student Account Manager App (2020)

ACADEMIC HISTORY

THE UNIVERSITY OF WASHINGTON

Bachelor of Science in Informatics, 2020-2024

GPA: 3.72

WORK EXPERIENCE

MANGOAPPS, PRODUCT MANAGEMENT INTERN

June 2021 - Present

- Design and mockup a new landing page for customer resources, build the resource database with SQL and implement the website design with HTML/CSS/JS
- Research & create a go-to-market plan for Healthcare, Retail, and Banking industries
- Build SEO optimized & user-friendly micro-sites for new MangoApps products to increase website traffic and sales demo requests

CENTER FOR AN INFORMED PUBLIC, STUDENT ASSISTANT

April 2021 - Present

- Conduct A/B testing for a virtual escape room that designs & studies the impact of escape rooms as a mechanism for learning about and developing resilience towards misinformation
- Design & create a new website and resource hub for the escape room initiative
- Test all puzzles & implement design changes to make the escape room more user-friendly & effective in teaching participants about misinformation

MANGOAPPS, MOBILE PRODUCT INTERN

March - September 2020

- Streamlined the MangoApps mobile app by completing a comprehensive mobile app review and optimization report, increased user efficiency by 25%
- Defined a new Voice Assistant feature for the mobile app to facilitate easier navigation and complete simple tasks

MANGOAPPS, HIGH SCHOOL PRODUCT MANAGEMENT INTERN

June - August 2019

- Headed a team of 3 other interns to plan and design an online volunteer management system for nonprofit organizations
- Conducted industry research and defined the scope of the new product
- Produced in-depth mobile and website mockups

LEADERSHIP EXPERIENCE

ALPHA KAPPA PSI, VP OF PROFESSIONAL DEVELOPMENT

June 2021 - Present

- Lead a team of 5 other students to initiate professional development opportunities for Alpha Kappa Psi Business Fraternity Members & the greater UW Community
- Collaborate with local professionals for skill building and networking events

WOMEN IN INFORMATICS, HACKATHON COMMITTEE

October 2020 - February 2021

- Defined the parameters and needs for a new online Hackathon, created organizational tools for participants and sponsors
- Planned & executed a team formation event for Hackathon participants

KING COUNTY LIBRARY SYSTEM, STUDY ZONE TUTOR

February 2019 - September 2020

- Selected as a volunteer to tutor youth with diverse learning needs and cultural backgrounds
- Teach ~3 students/week a variety of K-12 subjects