SHRUTI NAIR

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EDUCATION

The University of Texas at Austin College of Natural Sciences B.S Human Centered Data Science & UX Design *May 2028*
Minor: Programming and Computation Certificate *GPA: 3.84/4.00*

Technical Skills: JavaScript, HTML, CSS, React, Agentic AI, Roadmapping, Feature Prioritization, Agile/Scrum, User Story Writing, Stakeholder Alignment, A/B Testing, OKRs, UX Research, Usability Testing, Design Thinking, Data Analysis & Visualization, Figma, Wireframing, Prototyping, Cursor, Python (Pandas, NumPy), SQL, Git/GitHub, SDLC, Jira, Amplitude, Qualtrics, Crew AI, LLMs, Generative AI, PowerBI

Relevant Coursework: Database Design, Applied Machine Learning with Python, Data Engineering, 3D Prototyping, UX Design

EXPERIENCE

Omniproof – *Austin, TX, Website & B2B Outreach Tool, Client Engagement* *October 2026 – Current*
- Building a website and B2B outreach tool for a mobile drug and alcohol testing company, serving as the client point of contact
- Conducting user interviews with existing contractors to understand friction and improve outreach to other clients

PepsiCo Frito Lay– *Plano TX, Analytics Developer Intern & UX Design Intern* *May 2026 – August 2026*
- Analyzed user requirements and built a vulnerability management product, eliminating 36 hours/month of work for 69 teams
- Designed PowerBI dashboards consolidating Onapsis security data, enabling 5 executives to make real-time remediation decisions
- Architected an agentic workflow using Crew AI, integrating ServiceNow to automate master data governance, saving 10 hrs/week
- Designed a real-time agent monitoring UI and Figma component library, cutting designer-to-engineer handoff time by two weeks

The SAFE Alliance - *Austin TX, Product Design* *August 2025 – May 2026*
- Led end-to-end Figma design for SAFE's merchandise store supporting fundraising across 7 regional abuse-support locations
- Tested product performance via Maze usability testing, identifying 10 gaps and driving a 7% click rate increase through iteration
- Prioritized features using Jira to create stakeholder alignment to ship a redesigned store page for 19,000 monthly SAFE visitors
- Redesigned site layout in Figma to surface a hidden donation workflow, reducing friction for 19,000 users and 350 internal staff

IC² - *Austin, TX, Business Research Assistant* *May 2025- Current*
- Centralized 240 datasets into one unified Qualtrics platform, improving tracking across 47 stakeholder touchpoints & 3 managers
- Designed and launched 3 client websites in Figma using Google Analytics insights, improving accessibility for underserved entities
- Led workshops for 42 historically underutilized businesses on framing stakeholder value, with 75% converting to public contracts

Clips AI - *Frisco, TX Product Development Intern* *August 2023 – December 2023*
- Drove 17% onboarding drop-off reduction by replacing multi-step questionnaires with one-click actions, tracked via Amplitude
- Synthesized 15 user interviews and product analytics to implement 3 bottleneck changes, driving a 10% increase in engagement
- Grew TikTok engagement 15% MoM by developing 5 crucial content strategy and shipping 3 videos/week tied to audience KPIs
- Surfaced 5 high-growth market opportunities via SEMrush and research, informing partner outreach prioritization strategies

PROJECTS

Romi – *Co-Founder, Austin, TX*
- Cross-functionally building an AI-powered travel platform built on LLM APIs, automating availability syncing and budget alignment
- Building Romi with Figma MCP to unify design and engineering, establishing PRDs and design principles to minimize iterations
- Accepted into McCombs Harkey Institute for Entrepreneurial Studies, receiving funding, mentorship and startup curriculum
- Built Romi's front-end in React, JavaScript, HTML, and CSS to bring Figma designs to a fully functional production site

ACTIVITIES

Clay – *GTM Student Ambassador, Austin, TX* *May 2026 – Current*
- Built a Clay table for Miru (YC 24) to identify and enrich 10 high-fit client prospects, accelerating their early-stage GTM pipeline
- Teaching Clay's AI-powered GTM platform to UT Austin's product and tech community through live Clay demos and workshops

Texas Product Engineering Organization – *Senior Design Lead, Austin, TX* *September 2024 - Current*
- Leading a 12-week design curriculum training 8 fellows in product mindset, AI integration, fast shipment, and Figma fundamentals
- Shipped Locus app across 6 Agile sprint cycles, reaching a 250-user beta of UT students discovering & recommending study spots
- Collaborated cross-functionally with engineers and PMs to improve technological functions for Austin small businesses, like SAFE

Convergent – *Product Manager, Austin, TX* *September 2024- April 2025*
- Defined product vision for NavUS, reducing campus travel time for students with disabilities by 30% via Maze usability tests
- Designed a high-fidelity Figma interface across 20 iterations grounded in 15 user interviews and journey mapping and eye tracking

Alpha Kappa Psi - *Alpha Consulting Group Member, Austin, TX.* *September 2024- Current*
- Consulted a full CRM product lifecycle for a B2B client in 5 weeks alongside 7 analysts, driving an 11% sales conversion increase