

# Ashwini Iyer

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## OBJECTIVE

I am passionate about creating beautiful and impactful products that enrich lives. I am interested in an Associate Product Management Role.

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## EDUCATION

- Georgia Institute of Technology, Atlanta GA** **Aug 2015 – Dec 2018**
- Bachelor of Science in Computer Science, Honors, Dean's List
  - College of Computing Summer Study Abroad - Barcelona, Catalunya, Spain **May 2018 - July 2018**
- The Harker School, San Jose CA** **Aug 2011 – May 2015**
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## PROFESSIONAL EXPERIENCE

- Cubble Inc. Head of Product & Development** **April 2019 - present**  
*Cubble is a service that allows users to rent and lend books from home libraries. More details can be found at [www.cubblebooks.com](http://www.cubblebooks.com)*
- Analyzed user stories, market trends, and competitors to inform go-to market strategy decisions relating to business plan, monetization, and investment.
  - Pared down feature list by 50% to enable rapid development of MVP. Applied lean startup methodologies to allow efficient iteration.
  - Introduced an Agile methodology with sprints. Revamped engineering processes with estimation, prioritization, and tracking.
  - Developed a new data-driven approach which resulted in a 90% increase in signups, 97% increase in customer engagement, and 20% increase in viral invites. Developed feature ideas into detailed specs and designed mockups using Figma.
- Georgia Institute of Technology Embedded Pervasive Lab Research Assistant** **Aug 2017 - May 2018**
- Worked on middleware that enhances program efficiency based on capabilities of the system hardware.
  - Analyzed Edge & Cloud Computing research and industry competitors. Presented market predictions and trend observations weekly.
- Apple Inc. Software Engineering Intern, Core OS Embedded Power Management Team** **May 2017 – Aug 2017**
- Proposed and developed an internal tool to model and predict CPU energy usage on iOS devices.
  - Produced product feature list, user stories and wrote technical specifications.
  - Collaborated cross-functionally with engineers, product managers and QA.
  - Used machine learning tools and models like Tensor-flow, Kmeans, and Multi-layered Perceptrons.
- Apple Inc. Software Engineering Intern, Core OS Embedded Power Management Team** **May 2016 – Aug 2016**
- Developed a command line tool and simulator to model power management. The simulator accepts logs and produces simulations based on power data accumulated on device. It also suggests optimizations for power management performance.
- UC Berkeley Data Science Center Summer Internship** **May 2014 – Aug 2014**
- Worked on a mobile application, called e-mission, which uses machine learning algorithms to track users' commute routines, determines what mode of transportation they used and suggests alternate modes to reduce their carbon footprint.
- San Francisco State University Internship** **April 2012 – March 2014**
- Worked on the citizen science project Zombee Watch ([www.zombeewatch.org](http://www.zombeewatch.org)).
  - Designed and developed an Android application to assist with the data collection aspect of the research.
  - Conducted interviews with users, created user stories, developed detailed feature specs, designed mockups, and iterated on UI design.
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## PROJECTS

- Georgia Institute of Technology Student Alumni Hackathon (Awarded 1st Place)** **Aug 2015**
- My team and I created an Android application that notifies the user when the temperature of their car reaches dangerous levels.
- CheerGram** **Nov 2013 – Aug 2014**
- Created an Android application, CheerGram, that helps users interact with each other in a secure manner. It dilutes the precision of the user's location to a specified range and allows them to send and receive messages based on their location.
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## SKILLS

**Programming Languages/ Platforms:** Java, Python, Objective-C, C, iOS & Android Mobile Development, user centered UI/UX design.

**Product Development & Design:** Microsoft Office & Keynote, Lean Startup & Agile methodologies, cross-functional collaboration, customer empathy, market research, feature list development and prioritization, defining and structuring problems, and writing specs.

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## LEADERSHIP

- Georgia Tech Women at the College of Computing, Vice President, President** **April - Dec 2016, Dec 2016 - Dec 2017**
- Advised and motivated members, organized weekly meetings and events with company recruiters.

