

HARSH RAJ

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EDUCATION

CARNEGIE MELLON UNIVERSITY

Master of Integrated Innovation for Product and Services

Pittsburgh, PA
Expected Dec 2023

- Board Member – Design & Business Club at Tepper Business School
- Course work: Human Factors in Design, Integrated Product Design, Service Design, and User Experience Research
- Experience Innovation project to understand emotions involved in facial grooming around social commitments

BIRLA INSTITUTE OF TECHNOLOGY

Bachelor of Technology in Mechanical Engineering

Ranchi, India
Jun 2014

- Top 10% of students, Vice President - Fine Arts Society, and trained 200+ students on Engineering Design concepts

EXPERIENCE

Product Manager

New Delhi, India

Upscalio, *Series B funded roll-up e-commerce startup*

Nov 2021 - Aug 2022

- Conceptualized user-flows and implemented e-commerce design strategy from low to high-fidelity for two D2C platforms
- Increased platform engagement by 14%, optimized CVR by 3X, reduced bounce rate and cart abandonment by content personalization, enhanced UI, reduced load time, increased page performance, and unified gateway integrations
- Redesigned UX for three mobile-first D2C platforms with designers and engineers contributing \$7M in annual revenue
- Headed product sprints backed by user behaviors trends and top line metrics in collaboration with business stakeholders
- Formulated central e-commerce product design plug and play frameworks for development of 12+ D2C storefronts

Energy Markets Consultant

New Delhi, India

ICF, *Management Consulting Firm based out of Washington, D.C.*

Jan 2019 - Nov 2021

- Led 4 analysts in modeling & benchmarking energy prices for North American Power Market; \$4.7M annual revenue
- Quantified future solar penetration & peak energy shift in PJM and ISO-New England market through excel model to predict resource mix and power prices, key drivers for financial valuations and investments in the sector
- Analyzed PJM energy markets in congruence with market & policy changes to provide advisory support to VC Firms
- Assessed financial & commercial viability of 30+ thermal & renewable assets for North American wholesale markets

Associate - Business Operations

New Delhi, India

Stanza Living, *India's largest managed accommodation start-up*

Jan 2018 - Dec 2018

- Led cross-group teams as an early-member and was responsible for growing 20x; from 100 Beds to 2,000 by 2018
- Designed attendance module; resulting in 25% decrease in invalid triggers, 40% increase in adherence during pilot
- Developed rent module in liaison with product team; a revenue representation tool for investors with 200 SKU's
- Expanded pan-India vendor partnerships and framed SOPs for onboarding and management of business partners

Manager - Strategic Alliances & Partnerships

New Delhi, India

Industry Buying, *India's first & largest B2B e-commerce*

Jun 2016 - Dec 2017

- Managed P&L responsibility of 3 categories with a team of 5 associates, contributing to annual revenue of \$500K
- Initiated dialogues, portfolio selection, negotiated contracts, analyzed sales, fulfillment, inventory, margins, and service trends for 3M, Kärcher, Weller, and Ador Welding to develop pricing & marketing strategies for top-line growth
- Spearheaded sell-through project with Amazon to liquidate inventory worth \$47K via bundling and customer mapping
- Conceptualized category-specific buyer-assistance team, 26% increase in conversion & 6% decrease in customer churn
- Optimized inventory by 13% via excel models to predict demand, flag replenishment, and mitigation of terminal stock
- Awarded best performer for year 2016 among a peer group of 24 by showcasing exceptional ownership and vision

Senior Officer – Engineering

Hosur, India

Exide, *India's largest selling battery company*

Jun 2014 – May 2016

- Managed workforce allocation, line balancing, maintenance schedules, & supervising day-to-day manufacturing with a team of 50 executives to achieve production targets across 13 unique SKUs & 4M plates per month
- Incorporated TPM methodologies to improve OEE of grid casting processes by reducing downtime & rejections by 12%
- Awarded "Par Excellence Award" at National Convention on Quality Concepts 2014 held at Pune, India

SKILLS

Tools & Methods: SQL, R, Tableau, Excel, Figma, Photoshop, Design Thinking, Innovation Framework, Prototyping

Certifications: UX Principles, Introduction to UX Design, Solid works, Green Belt in Lean Six Sigma, Strategic Thinking