MUSKAN RASTOGI

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EDUCATION

Dartmouth College, Hanover, NH   **Sep'24 - Dec'25**
Master of Engineering Management (MEM) from Thayer School of Engineering and Tuck School of Business
Relevant Courses: Platform Design, Operations Management, Product Management, Data Analytics, Marketing

Vellore Institute of Technology, Vellore, India   **Jul'18 - Apr'22**
Bachelor of Technology in Information Technology   *GPA: 8.87/10*
Relevant Courses: Data Structures, Data Communication & Computer Networks, Web Technologies, Project Management

EXPERIENCE

SocialTheory, NH | AI Product Management Intern   **Jun'25 - Aug'25**
- Identified user pain points in emotional communication during clinical sessions by conducting 10+ user interviews and mapped these findings into personas and journey maps, guiding product scope for an AI-powered emotion detection tool
- Designed and tested a clickable Figma prototype of the AI platform integrated with emotion detection agent, embedding real-world prompts and UI logic, which accelerated user testing and helped secure stakeholder feedback
- Translated customer feedback into a structured PRD with feature specifications, ML model requirements and design flows, which enabled faster team alignment and reduced MVP development time by 20%
- Ran iterative usability sessions with clinicians and facilitators to refine emotion categories and prompt interactions, improving model interpretability and product relevance for real-world use
- Designed empathetic agent scripts and conversational flows to improve user retention, boosting intent to use simulation tools by 30% in internal trials and helping define the pilot rollout plan with measurable user and business value

Affinsys AI, India | Product Engineer   **Jul'22 - Apr'24**
- Launched an AI- powered fintech product in 7 to 8 months, defined go-to-market (GTM) strategies, created business cases and product roadmaps with sales, design and engineering teams that led to 30% faster time-to-market
- Drafted Product Requirement Documents (PRDs) outlining user stories for a service to store key configurations, while working with clients & stakeholders for over 4 –5 months to automate workflows that reduced manual labor by 80%
- Analyzed user engagement KPIs to gather data, performed UX research & user acceptance testing (UAT) for key product features, making data-driven prioritization decisions based on user feedback that boosted sales by 25%
- Improved customer retention by 20% by developing a SaaS platform with real-time analytics to automate AI performance monitoring for users, prioritizing customer lifecycle stages, churn rates, and performance key metrics
- Led end-to-end product security initiatives, including RSA + AES encryption and RBAC aligned with GRC goals and EMV Compliance, ensuring code integrity and quality across development, testing, and production environments

Affinsys AI, India | Software Engineering Intern   **Jan'22 - Jun'22**
- Boosted sales in the EMEA region by 55% by building a custom Low-Code LLM application for creation and storage of data objects for deterministic chatbot responses, through advanced data storage techniques utilizing Python libraries
- Improved deployment efficiency by 25% by building an Agile release management module with version control and multi-tenancy, driving alignment across engineering, QA, and product stakeholders

PROJECTS & LEADERSHIP

AI ChatBot | Mavis Tire   **Mar'25 - Jun'25**
Developed a conversational AI chatbot to simplify tire selection solving 72% customer confusion across 2,300+ locations
HeatPump Technology | Canfor   **Sep'24 - Nov'24**
As a Technical Consultant recommended heat pump tech to utilize the waste heat that resulted in 20% cost reduction
Wozzby Platform | VAMSA   **Aug'20 - Sep'21**
Co-founded Wozzby, a student event platform, to address the lack of centralized digital tools for college engagement; led product and GTM efforts, onboarding 500+ students and 100+ sponsors, securing $30K in funding and 2× revenue growth

SKILLS

Tools: Numpy, Pandas, Azure, Figma, Jira, Slack, Trello, ProductBoard, Typeform, MS Office, Lucidchart
Programming languages: Python, SQL, Tableau, DBMS, LLMs, Javascript, Django, NLP, Flask, Go
Management: KPI Creation & Benchmarking, Customer Experience (CX), Product Marketing, Backlog Prioritization