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   *GPA: 4.0/4.0*

Relevant Courses: Product Design, Product and Platform Management, Data Analytics, Business Strategy, Marketing

Vellore Institute of Technology, Vellore, India **Jul'18 - Apr'22**

Bachelor of Technology in Information Technology *GPA: 3.8/4*

Relevant Courses: Data Structures and Algorithms, Operating Systems, Network and Information Security, Soft Computing

EXPERIENCE

Tuck School of Business, Dartmouth

Research Assistant **Jan'26 - Present**

• Developed AI-driven video content analysis system to quantify creative elements across 200-300 ads and trailers, conducted AI evals to understand how features like humor and action impact consumer abandonment rates for marketing research

SocialTheory, NH *(AI-driven workflow tool for clinical compliance and risk mitigation)*

Product Management Intern **Jun'25 - Aug'25**

• Defined product scope for a Gen AI emotion-detection tool by understanding pain points from 20+ customer interviews

• Developed 15+ customer scenarios and shaped the GTM strategy for a launch projected to generate $60K in ARR by collaborating with Marketing, Finance, and Sales to align business goals and revenue targets

• Designed and tested a clickable Figma prototype of the AI platform integrated with emotion detection agent, analyzed market trends, embedded real-world prompts and created SQL event logging that accelerated user testing by 15%

• Reduced MVP development time by 20% by building a Tableau telemetry dashboard which translated raw data and client feedback into a data-driven product strategy authoring a PRD with OKRs, A/B plan and user stories

• Drove successful adoption in pilot groups by running usability sessions with clinicians and CX team, refining the product from a static module into an interactive storytelling platform that improved user engagement by 30%

Affinsys AI, India *(Agentic AI Platform for 20+ Global Banks; Digital Customer Service Platform for Finance)*

Product Engineer **Jan'22 - Apr'24**

• Led a team of 15 to launch a 0-to-1 Digital Wallet in a year, from ideation to end-to-end UX design, owned product roadmap and feature backlog with Engineering, Marketing, and Sales teams improving time to market by 30%

• Reduced customer churn by 20% by engineering a SaaS platform integrating API payment gateways with real-time analytics to analyze merchant and customer feedback, usage data and resolve friction points

• Unblocked $1M in revenue by leading compliance initiatives to meet international payment and data privacy standards

• Improved user retention by 15% by building SQL-powered dashboards to improve KPIs like CAC, NPS and CSAT

• Drove 55% sales growth in the EMEA region by scaling a low-code LLM application for deterministic chatbot responses

PROJECTS & LEADERSHIP

Agentic A2A Platform | Student Consultant | *AsiaInfo* 🔗 **Sep'25 - Nov'25**

Architected an agentic A2A prototype using LangChain and RAG to power SME negotiation and e-commerce workflows

AI Conversational Bot | Student Consultant | *Mavis Tire* 🔗 **Mar'25 - Jun'25**

Developed a conversational AI chatbot to simplify tire selection solving 72% user confusion across 2,300+ locations

Wozzby Platform | Founder | *VAMSA* 🔗 **Aug'20 - Sep'21**

Co-founded Wozzby ("Eventbrite for Campus Life") scaled to 500+ users and 100+ sponsors while securing $30K in funding

SKILLS

Tools: Salesforce, Figma, Jira, Tableau, Power BI, Trello, Adobe, Confluence, Mixpanel, Docker, Amplitude

Programming languages: Python, SQL, DBMS, Javascript, HTML, CSS, Django, NLP, Flask, Go, C, C++, R

Product Skills: User Segmentation, Market Research, Competitive Analysis, Go-to-Market Strategy, Roadmapping, Prototyping, User Acceptance Test, Software Development Lifecycle Management, Risk Assessment