

Deevy Bhimani

deevy.bhimani@berkeley.edu | (408) 893-0717 | deevyb.com | /in/deevybhimani | @deevyb

EDUCATION

University of California, Berkeley – Data Science BA, Entrepreneurship Certificate August 2017 – May 2021

- *Relevant coursework:* Product Management, Applied Data Science with Venture Applications, Principles and Techniques of Data Science, Introduction to Database Systems, Concepts of Probability, The Structure and Interpretation of Computer Programs, Data Structures, Design Methodologies, Web Design

EXPERIENCE

Roblox San Mateo, CA
Product Management Intern June 2020 – December 2020

- Created a new experience allowing all 150M MAU to customize infinitely diverse avatars while giving developers exposure and recognition for creating unique avatar assets and immersive game experiences
- Defined product requirements, user experience, edge cases, and success metrics while writing product spec
- Executed user interviews with 10+ top developers unveiling insights leading to essential roadmap adjustments
- Collaborated with engineers, designers, & data scientists in 4 teams across the company for a large-scale project
- Led initiatives across avatar, Roblox studio, & dev services teams to build health metrics analytics from scratch

Loom San Francisco, CA
Product Management Intern May 2019 – August 2019

- Designed a new onboarding experience leading to a 7% increase in videos recorded and higher activation
- Increased conversion to paid plan by 10% by driving product paywall and page layout decisions
- Worked with engineers, design, growth, & customer success to run activation experiments to 500k+ users
- Performed 30+ user interviews revealing insights that drove key decisions around the product roadmap
- Laid the foundation for corporate partnerships and designed the experience for two major features with Figma

Kittyhawk San Francisco, CA
Growth & Data Analytics Intern July 2018 – August 2018

- Generated 12 large enterprise leads with information about site visitors such as company and location
- Used Python and SQL to write scripts that convert raw flight/telemetric data into actionable user insights
- Generated guides and analytics about how battery is affected by weather, speed, location, duration, and drone
- Developed market positioning with research about competitors, partnerships, users, and business strategies
- Identified key forces that drive company productivity based on firms with high market cap/employee

EXTRACURRICULARS

Cal Hacks, *Director: Sponsorship Team Lead & Fellowship Lead* February 2019 – Present

- Increased funds raised by \$150k while leading a team of 6 for the world's largest collegiate hackathon
- Created and taught entrepreneurship curriculum in MVP testing, user interviews, pitching, and more
- Running Fellowship with venture partners such as 1517, Redpoint, and Pear VC supporting student founders
- Established partnerships with firms like Postman, YC, and Village Global for an event with 2500+ hackers

Lightspeed Venture Partners, *Ambassador* April 2019 – April 2020

- Mentoring 50+ driven student founders regarding user acquisition, go-to-market, fundraising, and more

Berkeley Formula Racing, *Business Development Specialist* January 2019 – June 2019

- Developed GTM and prepared a pitch deck for Formula SAE national competition, placed 3rd out of 80

ADDITIONAL

- **Programming Languages:** Python, Java, SQL, HTML, CSS, Javascript
- **Software Tools:** Figma, Adobe XD, Jupyter, Mapbox, Adobe Photoshop, Adobe Lightroom
- **Frameworks:** Pandas, Numpy, Scikit-Learn, Matplotlib, jQuery, OpenStreetMap
- **License:** California Real Estate Agent
- **Broke a World Record:** Largest human letter