

Vibhuty Gagar

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EDUCATION

Carnegie Mellon University

Master of Product & Service Innovation

Pittsburgh, PA

December 2024

Relevant Coursework: Launching New Products, Technology Strategy, Modern Data Analysis & Management, Integrated Product Development, Managing Analytical Projects and Designing Products Using AI

Avantika University

Bachelor of Design

Indore, India

July 2021

EXPERIENCE

Norilla Learning (AI Educational Platform)

Graduate Research Assistant

Pittsburgh, PA

September 2024 – January 2025

- Collaborated with design engineers to implement mixed reality interactions for Norilla's hybrid learning platform
- Leveraged real-time feedback mechanisms to develop an adaptive tool that enhanced learning outcomes by 22%
- Conducted usability testing with over 100 children and educators, and refined modules based on the latest STEM standards

Bosch Global Software Technologies

Product Manager Intern

Farmington Hills, MI

June 2024 – August 2024

- Transformed the GTM strategy for a medical device connectivity software, achieving a 25% increase in customer acquisition within 3 months
- Drove in-depth market research and competitor analysis of 12 MedTech firms, validating 2 key hypotheses
- Pitched a digital transformation proposition for the shop floor operations of a prominent pet food manufacturing company

IBM

Product Designer and Strategist

Bangalore, India

August 2021 – June 2023

- Built an interactive digital supply chain platform for McDonald's USA using IoT devices and smart dashboards, streamlining 70 KPI-based systems to real-time intelligent workflows
 - Implemented 2 design systems and responsive UI, achieving a 45% decrease in design and development time
 - Synthesized insights from 300 users, leading to 5 user-centric feature sets for Maersk's shipment tracking tool
 - Utilized agile methodology to integrate 4 sales and service systems for PepsiCo North America, optimizing invoice and warehouse processes for 25000 frontline employees
 - Collaborated cross-functionally on product discovery, UX and AI integration strategy for an internal manager tool
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SKILLS

Journey Mapping, Prototyping, User Research, MySQL, Go-To-Market Strategy, Information Architecture, Data Visualization, Project Management, Usability Testing, Market and Competitor Analysis, Agile Methodology

Tools: Figma, Adobe XD, Mixpanel, JIRA, Tableau, PowerBI, Illustrator, Photoshop, Excel

ACHIEVEMENTS & PROJECTS

Carnegie Mellon University

2024

- Contributed to an Innovation course as a TA, fostering collaboration among engineers, designers, and marketers
- Enhanced digital navigation for car-free urban commuters, integrating safety-driven customization, AI-powered insights, and LLM-enabled user interaction to deliver personalized and adaptive routes

IBM

2022-23

- **iXDA:** Won first place in 3 categories at a global level for the project UMA – an inclusive healthcare technology designed for pregnant women and her ecosystem in rural India
- **Patterns Workshop:** Led an incubator team of 6 in an intensive program, collaborating with 48 design engineers. Integrated a data-driven system to aid managers in making unbiased employee growth decisions

Avantika University

2018-21

- **ADS Podcast Series:** Spearheaded a podcast channel in 2020, delivered 20 episodes where global thought leaders focused on the intersection of business, design and technology
- **NASSCOM Design4India Awards 2018:** Emerged as global finalists among 200+ entries at for BloodXS - a platform that converts blood as a commodity that can be ordered and supplied, to minimize its wastage, thus, saving lives