

# Neeka Mashouf

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## EDUCATION

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**University of California, Berkeley**

**GPA: 3.56**

**College of Engineering**

**December 2018**

B.S. Materials Science and Engineering, Certificate in Entrepreneurship and Technology

**Walter A. Haas School of Business**

**December 2018**

B.S. Business Administration

**Relevant coursework:** Product Innovation & Design Thinking, Product Management, Leading Strategy Implementation, Analytic Decision Modeling, Finance, Negotiation, Business Communication, Properties of Materials, Thermodynamics, Electronic Devices, Solid Mechanics, Computer Science, Metabolic Engineering

## EXPERIENCE

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**Autodesk, Inc.**

**San Francisco, CA**

*Product Management Intern, Digital Manufacturing*

*Summer 2017*

- Defined customer needs and product roadmap for a new manufacturing product from initial ambiguous idea
- Developed MVP specs, user stories, and business strategy to be used immediately in product development
- Conducted product gap analysis, hands-on CAD & machining situational testing, customer interviews, and strategy mapping while gaining buy-in from engineering, UX, PM, and business teams around the world
- Presented work to SVP's, directors, C-level executives, and Sr. PM's and gained buy-in, excitement, & praise

**Advanced Manufacturing for Energy Lab | UC Berkeley**

**Berkeley, CA**

*Internet of Things & 3D Printed Energy Storage Intern*

*Summer 2016*

- Researched centimeter-scale wind turbines to power IoT wireless sensors & developed Intel partnership proposal
- Designed and implemented a production cost estimating algorithm for 3D printed energy storage devices

**The Materials Project | Lawrence Berkeley National Laboratory (LBNL)**

**Berkeley, CA**

*Computational Materials & Machine Learning Software Engineering Intern*

*Summer 2015*

- Developed algorithms (genetic, MOE, structural similarity) that discover materials for user-defined applications
- Built a machine learning program that identifies best materials from large data set with minimal computations

## ACTIVITIES

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**The Berkeley Group**

**Berkeley, CA**

*Project Leader, Strategy Consulting Team*

*2017 - Present*

- Boosting nonprofit client revenue through marketing, product positioning, & sales strategy for online & in-store
- Tackle client business problems through problem analysis & strategy development, leading and managing cross-functional team of consultants to execute project and present recommendations to clients

**CalSol, UC Berkeley Solar Vehicle Team**

**Berkeley, CA**

*Operations Director (Technical Program Manager role)*

*2015 - 2016*

- Increased funding by ~\$60,000 (60%) through new creative revenue streams and sponsor relationship building
- Led team of ~100 members, managed end-to-end engineering projects under time & resource constraints

*Battery Team Lead & Product Manager, Strategy Team Member*

*2014 - 2017*

- Developed race strategy using battery charge, weather, and elevation data to make strategic racing decisions
- Designed, prototyped, & built Li-ion battery cooling system with 2x fluid flow, improved thermal heat transfer

**UC Berkeley Social Innovator OnRamp Incubator**

**Berkeley, CA**

*Co-founder, NLightN | Semi-finals, Global Social Venture Competition 2017*

*2016 - Present*

- Spearheaded market analysis, human-centered product vision, global user interviews, go to market strategy

**Consumer Product Development & Management Projects**

**Berkeley, CA**

- Developed smart stove product, including scope, MVP, go-to-market strategy, and customer research
- Developed grocery-tracking smart home product utilizing customer interviews, insights & pain point generation

## SKILLS

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**Business:** Technical Product Management; Scoping, Prioritizing, & Project Management; Customer Need Finding; Client Relationship Building; Cross-functional Team Leadership; Data driven Decision Making; Presentations

**Technical:** Additive & Subtractive Manufacturing (3D printing, CNC milling, laser cutting), Product Design, Battery Engineering, Materials Fabrication & Analysis (electronic, composite, aluminum), Prototyping, Machine Learning

**Computer:** Proficient in Python, Excel, PM tools; Competent in SolidWorks & Fusion CAD, Unix, SQL