

GOPICHAND BUSAM

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EDUCATION

New York University

Master of Science, Management of Technology

May. 2026

New York, United States

Relevant Courses: Economics and Strategy, Data Visualization for Business Intelligence, Organizational Behaviour.

SRM University

Bachelor of Technology, Electrical and Electronics Engineering

May. 2023

Guntur, India

WORK EXPERIENCE

Virxon Private Limited

Co-Founder and Director

May 2023 – Present

Vijayawada, India

- **Founded** and **led** a startup, overseeing the **end-to-end development** and publication of mobile apps on Google Play Store and Apple App Store, focusing on delivering a seamless user experience through interactive **UI/UX design** based on user feedback.
- **Spearheaded** cross-functional collaboration with clients to design and build responsive, intuitive mobile and web applications, successfully **driving engagement** and **boosting satisfaction** through strategic improvements and user-centered design.
- Implemented robust analytics solutions using **Google Analytics** to track **performance metrics, measure KPIs, and optimize** product iterations. This led to **data-driven decision-making** that significantly enhanced product relevance & user retention.
- **Conducted in-depth data analysis** through Google Analytics and user feedback, uncovering actionable insights that drove a **40%** increase in product/market fit, transforming a **zero-fit product** into a highly optimized solution that met **market demands**.

Champlook, Rama Raghava Consumable Private Limited

Associate Product Manager

Oct 2022 – May 2023

Guntur, India

- **Led** a cross-functional team to develop and launch an e-commerce platform using Next.js, Shopify, and Flutter, driving a **30%** increase in online sales and improving customer satisfaction through optimized design and feature enhancements.
- **Managed** the complete product lifecycle, from ideation to post-launch optimization, ensuring the app's feature aligned with user needs. Incorporated feedback from K-12 teachers, students, and parents, boosting **customer engagement & retention** by **25%**.
- Prioritized and refined product features and requirements using **agile methodologies**, aligning the team with business objectives. Facilitated **sprint cycles**, ensuring continuous communication, meeting deadlines, and upholding high product quality across.
- Developed and executed the **Go-To-Market strategy** and **MVP product**, enabling the company to accelerate market entry and increase adoption. Drove product strategy and roadmap during the **Stanford Seed Spark program**, implementing data-driven iterations that enhanced product-market fit and fostered sustainable growth.

Universiti Teknologi Petronas

Product Research Intern

Jun 2022 – Jul 2022

Seri Iskandar, Malaysia

- Conducted extensive research and **analyzed complex data sets** to identify sustainable solutions for renewable energy projects, contributing to the development of innovative product strategies that align with emerging market trends and environmental goals.
- **Collaborated** with a multidisciplinary team of engineers, product managers, and researchers to design and implement scalable, efficient solutions, ensuring product functionality met both business objectives and user needs while enhancing overall product.
- Presented detailed research findings, data insights, and **actionable recommendations** to senior stakeholders, effectively communicating technical information and influencing key product decisions, which directly impacted **future research**.

Durga Electricals

Electrical Engineering Intern

Jun 2020 – Aug 2020

Vijayawada, India

- Designed and developed detailed **CAD electrical drawings and schematics** based on client specifications, ensuring strict compliance with industry standards and significantly optimizing system efficiency for complex electrical projects, installations.
- Collaborated closely with a team of engineers and designers to refine and optimize electrical design plans, resulting in a **15% reduction in production costs** and improving overall project effectiveness and timely delivery of the final product.
- Conducted comprehensive site visits and gathered **real-time data** to validate design requirements, ensuring high accuracy.

LEADERSHIP EXPERIENCE

- Led orientation sessions for incoming students at **SRM University Amaravati**, ensuring a seamless transition into university life. **Guided** new students by providing essential information on campus resources, fostering a sense of community and engagement.
- **Spearheaded** a winning team at the **StartUp Expo Competition**, presenting an innovative concept focused on the online empowerment of manufacturers to drive business growth. The idea was recognized for its originality and potential.
- Delivered a compelling pitch to an audience of **50+ teachers and 200 students**, showcasing a groundbreaking approach that garnered significant interest and support from stakeholders, leading to the team securing first place.

TECHNICAL EXPERTISE

- **Software Skills:** Dart, HTML, CSS, JavaScript, Python, Linux, AWS, Google Firebase, WordPress, C#.
- **Tools:** Figma, Tableau, Slack, Microsoft Office (Excel, Word, PowerPoint), ChatGPT, Google Workspace.
- **Research Papers:** "A Three Leg Asymmetrical Voltage Resonant Converter With Independent Dimming Control for Multiple Load LED Lighting Applications," in IEEE Transactions on Industry Applications, vol. 60, no. 3, pp. 4145-4155, May-June 2024, doi: 10.1109/TIA.2024.3363676.