Naman Narula
Product Intern – FamPay | IIT Madras
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Profile

Product Intern with FamPay & pursuing a Bachelor's degree in **Data Science & Applications** from **Indian Institute of Technology, Madras.** Aspiring product manager, leveraging fintech innovation to drive impactful solutions. Possessing great technical expertise and enthusiastic about merging my passion for technology with business to shape innovative products and strategies.

Check out my entire Portfolio here: www.narula.dev

Work Experience

Product Intern – FamPay (YC S19)   **(Jul' 23 – Present)**

FamPay is a **fintech start-up** focused on online and offline card payments for teenagers and has raised over $40 Million in funding from various VCs.
- Contributed to the development of the new "Cashback Store" within the app, resulting in a remarkable 6x surge in GC-driven revenue to 1.2Cr INR.
- Utilised **CleverTap** and **Metabase** as BI tools to analyse user data, conduct segmentation, and run various **A/B tests** & **experimental features** for the cashback store, platform & maintenance fee to validate their impact on revenue, growth, retention, and engagement.
- Worked directly with the founders & the product management team every week to brainstorm new features, identify whitespaces, pinpoint areas for enhancement, and prepare product roadmaps based on deep dives into **user behaviour** and **competitor analysis**.
- Successfully executed multiple **qualitative research** surveys to understand user purchase behaviour & make strategic changes in feature positioning to increase user reach & augmenting gift card sales.

Founder – AllesPay Technologies Pvt. Ltd.   **(May '22 – Jul '23)**
- Worked on building AllesPay, a platform for employers to provide tax-free meal benefits for their employees & manage their expenses.

Freelance Web Developer – Fiverr   **(Jun '19 – Aug '20)**
- Worked with customers from all across the globe to understand needs and build them websites with WordPress or update their existing ones.

Positions of Responsibility

President – Cosmos: IIT Madras BS Tech Society   **(Jan '23 - Present)**
- Appointed as the President of Cosmos - IIT Madras Tech Society, responsible for leading and managing a team of 50+ core members and overseeing the planning and execution of various technical events during the academic year 2023-24.

Data Science Lead – Google Student Developer Clubs   **(Oct '23 – Present)**
- Recently appointed as the DS lead for the newly established chapter of GDSC at IIT Madras, successfully organized 2 speaker events on Open Source & facilitated Google Cloud Study Jam, achieving Tier 1 rank within a span of 2 months.

Paradox, IIT Madras   **(Apr '23 - Present)**

Super Coordinator	• Responsible for Event Oversight, managing all technical events for the upcoming Marghazi '24 & Paradox '24 fests.
Event Coordinator	• Singlehandedly headed the flagship AI/ML Hackathon, PixelMind AI, at Paradox '23, bringing in sponsors with 150k INR in cash prizes & over 600 participants. • Organised "EncryptID" – the very first online Cryptic Hunt event for IITM students during Marghazi '23.

PROJECTS

Website: namantechlabs.com   **(2018)**
- The first website that I built at the **age of 13**; and authored over 15 articles relating to PC building, hardware & IoT.

VisiORAL: Human Eye for the Visually Impaired   **(2019)**
- A project aimed at transforming the visual world in to the audio world for the blind and making htem aware of the objects around them using Google's Cloud Vision API & a Raspberry Pi. This project has received over **250,000** views and **6000** likes across LinkedIn.
- Also bagged a **gold medal** in an inter-school competition in NCR & **the first position with a cash prize** in the District Science Exhibition organised by the stage government.

Raspberry Pi Google Home   **(2018)**
- After my dad said no to me for a Google Home, I built my own using a Raspberry Pi & the Google Assistant API at the age of 13. This witnessed over 350,000 views and more than 8000 likes across LinkedIn.

VOLUNTEERING

- Active member of the Global Non-Profit Organization - Soka Gakkai International & it's Indian subsidiary Bharat Soka Gakkai (BSG) which is a community-based organization that promotes peace, culture and education centred on respect for the dignity of life. I have participated in as well as helped behind-the-scenes for multiple peace conclaves, symposiums & plastic collection drives organised by BSG.

EXTRA-CURRICULAR ACTIVITIES AND ACHIEVEMENTS

- Honoured as "**The Changemaker**" in 2019 - **Highest honour awarded to an Amitian** for a project, Awarded by Dr. Amita Chauhan, Chairperson - Amity Group of Schools, in appreciation of the outstanding innovative approach to the project "**VisiORAL**".
- **Judged Senior Robotics** for both Robotronics 2022 and Robotronics 2023 held at Amity International School, Gurugram.
- Represented IIT Madras at "**Akhil Bhartiya Shiksha Samagam 2023**" held at IECC, Pragati Maidan in July '23.

OTHER INFORMATION			
Technical Skills	• SQL / Tableau / Power BI • Metabase • HTML /JS / CSS	• CleverTap / Mixpanel • Jira / Trello / Linear • Python	• Figma • AWS / GCP / Azure • Linux / CLI
Soft Skills	• User Research • Roadmapping	• Product Development & Strategy • Prototyping	• Market Understanding • Feature Prioritisation
Courses/ Certifications	• AWS Certified Solutions Architect – Associate Course (*Udemy.com; A Cloud Guru*) • Introduction to TensorFlow for Artificial Intelligence, Machine Learning and Deep Learning (*DeepLearning.AI*) • Fundamentals of Digital Marketing Certification Exam (*Google*)		

EDUCATIONAL QUALIFICATIONS & ACADEMIC RECORDS		
Year	**Institute**	**Course / Examination**
2022 - 2026	Indian Institute of Technology, Madras	BS in Data Science & Applications
2021 - 2022	Govt. Sr. Secondary School, Gurugram	BSEH (Class XII)
2019 - 2020	Amity International School, Gurugram	CBSE (Class X)