

Rithwick Gurram

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Summary

Product-focused Computer Science student skilled in identifying user friction, simplifying interfaces, and structuring product decisions. Experience with UX audits, data-driven analysis, and AI-assisted workflows to improve clarity and usability. Looking for an early-stage team where I can own a problem end-to-end.

Education

IIITDM Kancheepuram

2023 – 2027

B.Tech in Computer Science & Engineering

CGPA: 7.27

Relevant Coursework: Human-Computer Interaction, Systems Thinking, Web Development

Skills

Product: User Flows, Heuristic Evaluation, Feature Prioritization, UX Audits, Problem Structuring, Roadmapping

Tools: Figma, Notion, Google Suite, Git

Technical: JavaScript, Python, SQL, HTML, CSS

AI: AI-assisted prototyping, Prompt-based workflows

Projects

Happiclap – Product Redesign Case Study

Mar 2026

- Notion-Case Study: [Source Link](#)
- Working Prototype: happiclap-ebon.vercel.app
- Conducted comprehensive heuristic evaluations to identify deep-rooted UX friction across navigation, search visibility, and core CTAs
- Consolidated 8 redundant top-level navigation items into 3 primary conversion flows, demonstrating clear before-and-after logic to reduce cognitive load and build user trust
- Designed an AI-assisted search and discovery flow for end-users, while leveraging prompt-driven development (Claude) to accelerate layout ideation and author product requirements
- Applied core UX principles (Hick's Law, Fitts's Law, and visual hierarchy) to eliminate interaction bottlenecks and guide users effectively toward primary engagement goals

Growth Analytics & Retention Dashboard

Live

- Analyzed user behavior data (50K records) to identify churn drivers and key drop-off points
- Translated insights into product recommendations (e.g., addressing cart abandonment)
- Built an interactive Streamlit dashboard to communicate retention insights for product decision-making

Certifications

- Google AI Essentials
- SQL Intermediate - Hackerrank