

VISHNUPRIYA RAYAPROLU

New York, NY | 646-961-1025 | vr362@cornell.edu

[LinkedIn](#) | [Portfolio](#) | [Projects](#)

EDUCATION

Cornell Tech, Cornell University

MS in Applied Info Science & Info Systems – Connective Media

New York, NY

August 2025 – Present

- **GPA:** 3.52
- **Relevant Courses:** User Experience and User Research, Human-Computer Interaction & Design, 3D Interaction Design, Accessibility and Inclusive Design, Data Science in the Wild

Dwarkadas J. Sanghvi College of Engineering

BS in Electronics and Telecommunications Engineering

Mumbai, India

August 2018 – May 2022

- **GPA:** 3.44
- **Relevant Courses:** Digital Image Processing and Machine Vision, Big Data Analytics

SKILLS & CERTIFICATIONS

Design and Strategy: Human-Centered Design, Accessibility-First Design, Product Strategy, Qualitative Research, Persona Development, Interaction Design, Iterative Prototyping, Cross-Functional Collaboration

Technical Skills: Python, Java, SQL, Figma, MS Excel/Google Sheets, Google Workspace, Adobe Creative Suite, Canva

Certifications: Object Oriented Programming in Java, Data Structures and Performance

PROFESSIONAL EXPERIENCE

Cornell Tech

Studio Assistant, PITech Studio

New York, NY

January 2026 – Present

- Supported an interdisciplinary studio program focused on product and startup development for social impact
- Managed course logistics and faculty support to ensure smooth, efficient class operations
- Coordinated entrepreneurship events (e.g., Maker Days) with leading startups, companies, and organizations

Cornell Tech

Teaching Assistant, Advanced Strategic Analysis

New York, NY

August 2025 – October 2025

- Managed course operations for an MBA program, including attendance tracking and monitoring student engagement and performance

Quantiphi Inc.

Business Analyst, Customer Experience AI

Mumbai, India

August 2022 – May 2024

- Led GTM solutions for North America, driving customer experience transformation using Google Contact Center AI
- Analyzed legacy contact center workflows and designed enterprise-level CX solutions, enabling 24/7 support and reducing call handling time by 20%
- Led sales enablement initiatives, delivering training and iteratively refining resources through feedback and usability testing; reduced sales cycle by 15%
- Partnered with global practice leads and Google sales/product teams to identify product gaps and translate insights into improved GCP solution deployment

PROJECTS

Aura, Accessible Shopping Assistant, Cornell Tech

Academic Project

New York, NY

August 2025 – December 2025

- Conducted exploratory research on blind and low-vision communities through interviews, community analysis, and digital ethnography (YouTube creators, influencers) to identify unmet needs in independent fashion decision-making.
- Synthesized insights into 5 personas and key opportunity areas to drive accessibility-first design strategy.
- Designed a tactile-first Figma prototype (vertical + horizontal flows) featuring haptic outfit carousels and voice-activated inputs; validated and iterated concepts through user interviews and presented final research and demo.

Predictive Maintenance for Industrial Machines, Cornell Tech

Academic Project

New York, NY

August 2025 – December 2025

- Built a two-stage predictive maintenance pipeline on IoT sensor data, achieving 97.1% failure recall under severe class imbalance using Random Forests and optimized thresholds
- Evaluated system reliability under noisy and missing data conditions and used explainability methods (SHAP) to ensure transparent, trust-building outputs for end users

Heart Rate Monitoring System (Arduino UNO, Arduino IDE)

Academic Paper

Mumbai, India

2019 – 2020

- Built a low-cost (~₹500 / \$7), non-invasive PPG-based heart rate monitor with Bluetooth smartphone integration
- Delivered real-time, accessible health monitoring beyond clinical environments.
- Achieved ± 2 BPM accuracy through real-world validation against commercial devices
- Technical Paper published in the University Journal DJ Strike 2019-2020, ISBN: 978-93-5391-770-8