

Rajneesh Kaswan

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Education

2015–2019 **Indian Institute of Technology, Delhi**, *B.Tech, Textile Technology.*

Technical Skills

Coding & Tools C++, SQL, R, MS office, Excel, MATLAB, MINITAB, PHOTOSHOP, Latex

Work Experience

- May 2017 – **Market research Intern**, AMBIO PERSONAL COOLING, Gurgoan.
July 2017 Demonstrated a market research for newly developed product(Cooling jacket) to pitch right customer, Conducted competition analysis, demo of prototype product with customer, Pitched Harley-Davidson for advertising shoot
- Dec 2017 – **Activity Head of marketing**, RDV,18 -IIT DELHI, New Delhi.
Oct 2018 Created the social campaigns by leading 5 members of team head for marketing of biggest north Indian cultural fest(RDV). Pitched companies for sponsorship, Designed and managed their marketing event and stalls collaborating with infra, hospitality, Security,and event team.

Academic Projects

- Aug 2018– **Enhancing customer experience of cafes & Motel.**
Nov 2018 Identified various Stakeholders and customers, Conducted user survey by questionnaire and interview to find needs and problems. Accomplished shadowing, Role-play, Road-map and focus group study to reach out major problems and prioritized with demand and wishes. Generated a model for owner.
- April 2018– **Product Design & Management(Cooling Jacket).**
Jan 2019 Identified different stakeholder & Customer segment, organized interview, survey, focus group study and shadowing to find customer needs & problems. Conducted market and literature research for competitive analysis. Developed a prototype of cooling jacket and cross checked with user.
- July 2018– **Solar system installation and kinematics analysis of CHARKHA(BTP).**
Nov 2018 Analysis of yarn spinning machine and tool system, installed solar system to run New Model Charkha machine by electrical motor. Kinematics analysis of NMC by using gear diagram, manual analysis of motion behavior and CAD design to increase productivity efficiency

Position of Responsibility

- April 2017– **Mentor, Student Mentorship Programme.**
April 2019 Guided 1st-year(4-7)students to ensure a smooth transition, to make comfort and stress-free them into IIT. Performed activities with the mentees under the guidance of SMP team and professional counselors to enhance interaction, their self-awareness, and experience sharing. Assisted the coordinators in smooth functioning of exhibits, and activities and sessions related to academics.
- April 2017-19 **Language Mentor,SMP**, -*Mentoring Hindi-medium student by addressing transition of culture.*
2016-17 **Captain, Athletics hostel team.**

Extra Curricular

- 26 Jan-2016 **Best Cadet Award, NCC**, – *Got best cadet award in institute's 50 members team of NCC .*
Jan 2016 **Inter-hostel**, –*1st runner up in 110m hurdle race, 2nd runner up in 100m and 400m race.*
2015-16 **Directed and Acted**, in *interhostel street-play competition on awareness topic "Akhir mardangi kyun?".*
April 2017 **Volunteer**, in *Fourth Boeing IIT-National Aeromodelling Competition FINALS..*