SOHAM TULSYAN

soham.tulsyan_ug2023@ashoka.edu.in, 21 yrs

6291579424

EDUCATION

B.Sc (Hons) in Computer Science and Entrepreneurial Leadership, Minor in Economics	Ashoka University		2027	3.66/4 CGPA
Class XII	St. James' School	ICSE	2023	94.00 %
Class X	St. James' School	ICSE	2021	91.33 %

TECHNICAL PROFICIENCY

Data Analysis, SQL, Python, Machine Learning, Agent Development, Prompt Engineering, Workflow Automation (n8n), Full Stack Development, Figma

INTERNSHIPS EXPERIENCE

AMUSE LABS | *B2B Games Engagement SaaS* | *Product & Growth Intern* **Jun 2026 - Aug 2026**

Retention and growth analysis for India Mini, a D2C daily crossword built on PuzzleMe, the company's B2B puzzle engine for publishers

- Lifted **D7 streak retention 40%+** by shipping **2 production UX experiments**, after **funnel analysis** diagnosed login frequency as retention's lever
- Flagged **35% recoverable lapsing users** through a **survival-curve segmentation model**, redirecting the feature roadmap toward win-back mechanics
- Built **reusable insight engine** spanning **830K+ plays**, **120K+ users** by generalising retention study, later powering **India's largest daily's new launch**
- Surfaced **190+ premium US publisher targets** via 5,000+ site crawl pipeline scoring traffic and **competitor gaps**, **redefining sales strategy**

THE ADMIT CO. | *MBA Admissions Consultancy* | *Product & Strategy Intern* **Aug 2026 - Sep 2026**

Platform development and growth strategy at an early-stage, ISB-alumni-founded venture, owning internal tooling and pipeline execution end-to-end

- Drove **~30% enrolment growth in 2 weeks**, contributing ~**₹1.2L** in added program revenue through **targeted outreach** and college-network promotions
- Onboarded **30+ students** onto a **self-developed LMS platform**, replacing fragmented informal tracking with **automated workflow management**

AETHER AI | *Enterprise Conversational AI Platform* | *AI Analysis & Systems Engineering Intern* **May 2025 - Jul 2025**

Shipped a prescription intelligence product at an emerging healthtech startup across a dynamic technical and analytical program

- Closed a **data gap** for Indian handwriting recognition by compiling and **labeling 300+ real prescription images**, since no public benchmark existed
- Turned a two-month sprint into the **startup's flagship AI based medical product**, shipping a **5-interface portal** from problem framing to live demo
- Lifted prescription accuracy **to 80% from 65%** by analyzing **5+ modeling approaches**' failure patterns, presenting findings to founders and investors

CREATED | *Project-Building EdTech Program* | *AI & Full-Stack Projects Mentor* **Jun 2025 - Dec 2025**

Software mentor for student development projects, owning scoping, technical direction, and delivery across a 6-month engagement

- Turned **10+ problem statements** into **buildable specs** by owning technical direction across **500+ hours** spanning **AI analysis** and cloud architecture
- Architected a **RAG-based AI tutoring chatbot** for curriculum-aligned learning, benchmarking **Gemini against GPT** on a Postgres pipeline

PROJECTS

Campus Super-App: Multi-Product Platform - Product development **Jan 2024 - Present**

- Reached **5800+ users** and **1700+ MAU** by identifying and shipping a dedicated tool for **25+ student needs**, from course planning to live sports tracking
- Grew registered users **~120%** and **DAU by ~150%** by rebuilding core flows around **direct student feedback**, turning around a stagnant platform
- Distilled **100+ daily emails** into **210+ monthly events** using AI powered calendar, **solving** an immense spam issue, **improving stakeholder visibility**

University Mailroom System Digitisation - Stakeholder-Driven Product Design **Nov 2024 - Mar 2025**

- Cut mailroom wait **79% per-person** by building an ID-scan intake system for **1,000+ daily parcels**, working within low bandwidth and cost constraints
- Eliminated **100% of paper-based logging** by **digitizing** intake and dispatch into one digital unified record, replacing manual checking of every parcel
- Drove **70%+ student adoption in 2 weeks** and **100% novice staff onboarding** by designing an icon-led, near text-free flow requiring **no prior training**

Portfolio Optimisation for NIFTY 200 - Data Science, ML, Quantitative Finance **Jan 2025 - May 2025**

- Achieved 1.47 Sharpe, **outperforming NIFTY 200** across three risk-adjusted metrics via **20-cluster K-Means** and Markowitz-optimized weights

POSITIONS HELD

President (Minister) ← Head of Products & UI/UX | Ministry of Technology, Ashoka University **Sep 2024 - Present**

- Led a **70+ member team (2.5x increase)** across 6 structured verticals, winning **2x Creative and Entrepreneurial** and **Student Life Service awards**
- Ran **10+ skill-building workshops and courses** reaching **500+ students**, spearheading a campus-wide **upskilling** and hackathon-culture initiative
- Served as the **student body's liaison** to **8+ campus offices**, IT Systems, Student Life, Academic, and Operations, on **tech policy** and general advisory

Co-Founder | HomelyCrafty | D2C Online Gifting Marketplace Micro-Platform **Jun 2026 - Present**

- Processed **400+ orders** and **₹3L+ revenue** by building an **in-house marketplace**, using **AI-assisted development** and payment gateway integration
- Acquired **250+ customers organically** by marketing and scaling catalog to **35+ personalized-gift products** within **first 4 months of launch**

Chief Technology Officer | Placement Committee | Career Development Office, Ashoka University **Aug 2025 - Jul 2026**

- Cut verification turnaround **50%** (48 to 24 hours) for **1,500+ students** by **diagnosing and redesigning** outdated processes without disrupting workflows
- Built the **analysis pipeline** behind **450+ offers** across 160+ orgs, with company-wise conversion data published in CDO's **official placement report**

EXTRA CURRICULAR ACTIVITIES

Music

- Self-taught producer with **2 tracks on Spotify**; played synthesizer for 8 years, **placing 1st of 700+ nationally** in competitive music theory exam

Hackathons

- Competed in 4 hackathons, placing **3rd of 30+ teams** in inter-college UI/UX hackathon, and **top 5% nationally** in Adobe Hackathon 2026