

Achal Srinivasan

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EDUCATION

Rice University

B.A. Computer Science

B.A. Computational & Applied Math

- **Relevant Coursework:** Multivariable Calculus, Intro to Engineering Computation, Elements of Algorithms & Computation, Fundamentals of Computer Engineering, Statistics & Probability

GPA: 3.77

Grad: May '20

SKILLS

- **Proficient:** HTML, CSS, WordPress

- **Moderate:** Adobe Creative Suite, JavaScript, LaTeX

- **Basic:** Jupyter, MySQL, Amazon EC2

INTERESTS

- UX Design / Frontend Web Development

- Business Development & Strategy

- Data Analysis / Machine Learning

EXPERIENCE

Pavlov pavlov.ai

Business Development Intern

- Conducted market research on the machine intelligence landscape for a B2B startup, gained experience using Salesforce to populate a sales pipeline and create leads.

June '16 - July '16

LexingtonWebDesign / Freelance lexwebdesigners.com

Designer

- Provide web & graphic design solutions including website / logo design, marketing materials, SEO, social media outreach for local businesses in the Greater Boston area and in Houston. References available.

- Boosted advertising reach / effectiveness which converted to increased sales, established e-commerce for local shops.

Sept '13 – now

PROJECTS

hexIO (Design for America)

- Building a modular toy to teach to children the fundamentals of computer hardware engineering. Tasked with product development and marketing efforts. Aiming to bring product to market via Kickstarter by EOY 2017.

Jan '17 - now

ColorTeX

LaTeX Extension Targeting Readability for the Visually Impaired

- Developed a LaTeX extension which formats text with a recurrent gradient to assist the dyslexic & vision-impaired with reading at faster speeds and with higher levels of measured comprehension. [Example Output](#)

- 2nd Place at Massachusetts State Science & Engineering Fair & won State Congressional Award for Scientific Achievement.

Oct '14 - May '15

Kaggle Club at Rice

Co-Coordinator, Marketing & Fundraising

- Developing a club to bring together students interested in statistics, programming, machine learning, and AI to work collaboratively on [Kaggle](#) data science competitions. Leading fundraising efforts and recruiting new additions.

Jan '17 - now

LexHack Hackathon

Coordinator

- Annual hackathon held at Lexington High School (MA), where 100+ students compete & engage in collaborative coding.

- Most successful independently-run high school hackathon in the Northeastern United States.

- Obtained sponsors such as: LeapMotion, StickerMule, TreeHouse, Best Buy, Facebook Boston, and NameCheap.

Feb '14 - Oct '15

RESEARCH

Jones School of Business @ Rice

Value-Based Pricing and Pricing Frameworks

- Conducting research on value-pricing for startups and entrepreneurs under Utpal Dholakia, a Professor of Marketing at the Jones School of Business @ Rice. Writing case studies re: innovative pricing schemes from firms in the tech industry.

Mar '17 - now