

NIDHI KIRAN

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EDUCATION

The University of Texas at Austin, McCombs School of Business May 2027
Bachelor of Business Administration in Business Analytics, Minor in Supply Chain Management GPA: 3.88/4.00 (Honors 4x)

The University of Texas at Austin, School of Computing (Honors) May 2027
Bachelor of Science in Informatics (Data Science & UI/UX,), Minor in Computer Science

Coursework: Database Management, Predictive Analytics, Decision Making, Data Science, Info/Interaction Design, App Prototyping

EXPERIENCE

Salesforce – Product Management Intern (Mobile Event App) | *San Francisco, CA* May 2026 – August 2026

- Owned the first launch of push notifications across 5,749 sends, defining KPIs, leading QA, and achieving 98% deliverability
- Led five user studies with 40+ users, prioritizing fixes through 10+ Engineering and Design refinement sessions for Dreamforce
- Deployed an MCP-powered web app integrating with Marketing Cloud, eliminating a three-step push notification workflow
- Developed localization product brief with Engineering, UX, and Marketing, prioritizing French and Japanese for Nov '26 launch

Product Management Intern (Seller Incentives & Payments Product) | *Dallas, TX* May 2025 – August 2025

- Synthesized 20+ interviews and created two PRDs for an AI-powered seller payment product, defining requirements and KPIs
- Built an AI knowledge hub using meeting notes and product documents, reducing research time 35% across siloed teams
- Architected Tableau dashboards tracking 20+ KPIs, improving reporting efficiency 40% and accelerating executive decisions
- Presented AI research to 10 cross-team stakeholders, driving workflow adoption that reduced PM and engineering work 20%

Handshake AI – AI Fellow (Native AI Product) | *Remote* January 2026 – May 2026

- Evaluated 500+ agent responses to balance human oversight and automation, informing rollout sequencing for the AI product
- Identified AI failure patterns including prompt sensitivity and hallucinated responses through A/B testing and output analysis

Pocket Worlds – Product Researcher (Mobile Gaming App) | *Austin, TX* August 2025 – October 2025

- Interviewed 15+ players to uncover 10+ pain points across user journeys, informing three prioritized product improvements
- Identified users skipping onboarding, then partnered with Engineering and Design to shorten the flow and increase adoption 25%
- Segmented players by game types, translating insights into recommendations that accelerated roadmap prioritization by 30%

Kollegio AI – Product Management Intern (AI College Admissions Platform) | *Remote* May 2024 – August 2024

- Analyzed 10+ competitors to identify a market gap, then prototyped an AI feature comparing applicants' activities with peers
- Prioritized and resolved 20+ product issues through QA and cross-functional collaboration, improving platform reliability
- Increased user engagement 15% through accessibility improvements, UI/UX enhancements, and iterative usability testing

PROJECTS

OrgFlow (Co-Founder) | orgflow-project.vercel.app January 2026

- Launched an attendance and org management app serving 500+ users, reducing administrative work for exec boards by 23%
- Conducted user discovery with 15+ organizations to prioritize roadmap features, validate users, and guide product decisions
- Built and launched the platform using React, Next.js, TypeScript, and SQL, leading development from concept to deployment

PlateForce – Salesforce Agentforce Hackathon – 2nd Place July 2025

- Defined the product vision for an AI meal-planning platform supporting 5+ dietary preferences and 50+ personalized meals
- Built 3 AI recommendation workflows using Java, REST APIs, and Salesforce Agentforce, helping the platform earn 2nd place

LEADERSHIP EXPERIENCE & ACTIVITIES

Product @ Texas – Vice President of Marketing & Mentor February 2025 – Current

- Taught PM recruiting curriculum and coached mock cases for 30+ fellows on metrics, prioritization, trade-offs, and interviews
- Organized 8+ internal events for 50+ members as VP of Marketing, fostering community and cross-team collaboration

Texas Product Catalyst – Vice President of Finance (2026), Vice President of Academics (2025) September 2024 – Current

- Developed and presented AI product workshops to 55+ students on product strategy, LLM workflows, and rapid prototyping
- Helped secure 5 sponsors (Gemini, Claude, Vercel, Framer, Lovable) for 100+ person hackathon with \$2k in prizes

Alpha Kappa Psi – Brotherhood Chair (2023), Recruitment Chair (2024) September 2023 – September 2024

- Increased event attendance 40% by managing programming, logistics, budgeting, and engagement for 70+ active members
- Improved recruitment visibility 35% through strategic marketing campaigns, social media initiatives, and targeted outreach

SKILLS

Technical: Python, SQL, R, Java, TypeScript, JavaScript, HTML/CSS, React, Next.js, REST APIs, AWS, Git

AI & Analytics: LLM Evaluation, Agentic AI, RAG, Prompt Engineering, MCP, A/B Testing, Snowflake, SQLite, Tableau, Power BI

Product/Design: Roadmapping, User Research & Testing, Wireframing, Agile, KPI Definition, Stakeholder Management, Figma, Jira

Awards: Salesforce Hackathon, 2nd Place (2x); JPMorgan Case Competition, 2nd Place; Jindal Undergraduate Research Scholar

Certifications: Data Structure & Algorithms, Salesforce Certified AI Specialist & Business Analyst, Snowflake Data Warehousing

Interests: Teaching, Swimming, Hiking, Collecting Enamel Pins (55!), Card Games, Exploring coffee shops