

Sushant Kumar

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WORK EXPERIENCE

Co-founder & CEO, InternStreet, Bangalore

July 2016 - Present

InternStreet provides online courses in Tech, Design & Marketing with 1-on-1 mentoring from top industry experts.

- ❖ I led the Product Design, Strategy, Front-end coding and Marketing efforts of InternStreet.
- ❖ Taking the data-driven approach to work on new features, improving the overall UX using tools like Hotjar, Mixpanel and Google Analytics.
- ❖ Integrated Drift chat plugin which increases the leads by 350% and eventually revenue by 71%.
- ❖ Drafted Drip email campaigns to automate the lead nurturing flow which increased the leads to customer conversion by 40%.

Tech Lead, Fashionove, Kolkata

June 2015 - Apr 2016

Fashionove is India's first hyper-local Fashion Search and Review portal. Users can Discover Fashion Stores, Fashion Boutiques, and Tailors around them at a single touch.

- ❖ Worked directly with the Co-founders to work on the product from scratch.
- ❖ Led the technical team of 4 people and handling all the day to day product decisions.
- ❖ Designed the UI/UX of both web and mobile and developed the web front-end using AngularJS.
- ❖ Launched Fashionove for business and worked with Sales and Marketing team to increase the overall revenue by around 40%.

PROJECTS

Freelance Designer and Developer

May 2014-Jun 2016

- ❖ Karnival (<http://karnival.co>) - Product Design (UI/UX)
- ❖ Eventment (<http://eventment.in>) - UI/UX Design and Full-Stack Development with PHP and Laravel.
- ❖ Putboard (<http://putboard.com>) - Product Design and Front-end Development

TECHNICAL SKILLS

- ❖ **Skills:** Product Design, Strategy, Product Development, Wireframing, Prototyping
- ❖ **Programming & Database:** C, PHP, SQL
- ❖ **Web:** HTML5, CSS3, Bootstrap 3, Javascript, JQuery, AngularJS 1.4, Laravel
- ❖ **Tools:** Adobe Photoshop, Balsamiq, Hotjar, Mixpanel, Google Analytics, Mailchimp

EDUCATION

Calcutta Institute of Engineering and Management, Kolkata
B.Tech in Computer Science and Engineering (CGPA: 8.2)

May 2015

EXTRA-CURRICULAR ACTIVITIES

- ❖ **Lead Organizer and Web Designer Prayas '13**, Intra- college Technovent of our college.
- ❖ Managed and Coordinated the coding events at **Celsius '13**, Tech fest of our college.