

# Aksha Karunaakaran

416-275-5615 | [akarunaa@uwaterloo.ca](mailto:akarunaa@uwaterloo.ca) | [linkedin.com/in/akshakarunaa](https://www.linkedin.com/in/akshakarunaa) | [aksha.ca](mailto:aksha.ca)

## EDUCATION

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### University of Waterloo

Waterloo, ON

*BASc in Systems Design Engineering, Minor in Artificial Intelligence*

2023 – 2028

- Class of 1986 Scholarship – awarded for academic excellence, extracurricular involvement, and leadership.
- Relevant Coursework: Design, Business Infrastructure, Project Management, Data Structures and Algorithms

## EXPERIENCE

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### Product Designer

Jan 2025 – Present

*Tech+*

*Waterloo, ON*

- Redesigned mentorship portal workflows by simplifying filters and relevance ranking, reducing search times by 40%.
- Conducted 10+ user interviews and usability tests, identifying key UX issues and refining design based on insights.
- Built high-fidelity Figma prototypes to enhance clarity for developers, reducing iteration time by 25%
- Defined the product roadmap with PMs and strategy teams, ensuring alignment with business goals and user needs.

### Product Engineer

Sept 2024 – Dec 2024

*DOZR*

*Kitchener, ON*

- Resolved 5+ frontend/backend issues daily, reducing downtime and cutting issue resolution time by 40%.
- Optimized NoSQL queries by implementing filters in collections, decreasing database load times by 86%.
- Led sprint planning and ticket prioritization with engineers in ClickUp, ensuring 100% on-time feature delivery.
- Designed and launched an instant booking feature using C++ and TypeScript, doubling booking efficiency.
- Analyzed rental demand trends, identifying under-supplied equipment categories and increasing targeted inventory by 20%, boosting asset utilization and revenue.

### Business (B2B) Analyst

Jan 2024 – Apr 2024

*Sun Life Financial*

*Toronto, ON*

- Set a team record by resolving 157+ B2B tickets in 1 month, increasing resolution rate by 70% in ServiceNow.
- Monitored and triaged file transfers, analyzing critical incidents to prevent service disruptions.
- Simplified complex technical issues using ITIL, improving cross-team communication and incident response time.
- Troubleshoot file transfer failures with external stakeholders, ensuring clear communication and fast resolution.
- Led an automated email alerting initiative to improve B2B file transfer monitoring, reducing incident response time by 40% and preventing critical failures.

### Small Business Founder

Oct 2020 – Present

*4EverCustomz*

*Toronto, ON*

- Scaled a custom product business, increasing sales by 40% through strategic roadmaps & targeted marketing.
- Designed & launched social media campaigns, boosting engagement by 40% and expanding brand reach.
- Leveraged customer feedback to prioritize product features, increasing retention by 15% and achieving a 4.8/5 satisfaction rating.

## PROJECTS

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### Awear – Sustainable Fashion App Prototype | *Figma, User Research, Project Management*

2024

- Led a team in a 12-hour designathon, defining the problem space, scope, and prioritizing features.
- Conducted user research through surveys and interviews, identifying key pain points to shape UX decisions.
- Designed a high-fidelity Figma prototype with an eco-friendly product filter and goal-tracking interface, winning 1st place and \$1,000.

## PROFESSIONAL SKILLS

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**Product Management:** Product Strategy, Roadmap, Agile (Scrum, Kanban), Stakeholder Management

**UX & Product Design:** Wireframe, prototyping (Figma, Canva), User Research, A/B Testing,

**Technical Tools:** C++, Python, TypeScript, JavaScript, Git, NoSQL, Solidworks, HTML, CSS, Matlab

**Tools:** Microsoft Suite, Service Now, ClickUp, Jira, Trello, Confluence, Power BI