Ridhi Reddy

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SUMMARY

Detail-oriented Product Design graduate student and operations leader with experience driving market analytics, digital platform optimization, and cross-functional initiatives. Proven ability to lead teams, manage projects from inception to measurable outcomes, and contribute to go-to-market strategies. Eager to leverage a strong analytical and proactive approach to support strategic projects and drive growth.

EDUCATION

Rutgers University — New Brunswick, NJ
Master of Business and Science (MBS); Concentration in Product Design | Expected Dec 2026
Bachelor of Science in Public Health; Minors: Data Science, Biological Sciences | May 2025

West Windsor-Plainsboro High School South — Princeton Junction, NJ

EXPERIENCE

Nabi Health — Remote
Patient Enrollment Specialist — April 2025 - Present

- Increased team booking rate from 10% to 36% in 3 months by redesigning 4 SOPs.
- Built and tested 2 CRM features: dietitian matching by patient age, visit reason, and insurance, and a Google Calendar integration that syncs follow-ups and flags conflicts.
- Implemented Claude's skills feature to automate routine performance reporting, streamlining data analysis and ensuring consistent, actionable insights for strategic decision-making.
- Optimized website SEO so the company ranks first in Google search results for “nutritionist”.

Coffee Elf — Remote
Team Lead/Extern via Rutgers MBS Externship Exchange — Sep 2025 - Dec 2025

- Led a cross-functional team of six externs to deliver a commercialization strategy for sustainable personal care ingredients, running weekly stakeholder meetings with founders and advisors.
- Built and maintained a 300+ SKU competitive landscape database, applying data analytics to benchmark positioning and identify whitespace opportunities.
- Conducted quantitative and qualitative market research on ingredient trends and regulatory dynamics to inform go-to-market strategy.

Rutgers University Scarlet Arts Rx — New Brunswick, NJ
Project Manager — Jan 2025 - Jun 2025

- Led a cross-disciplinary team of 15+ members through iterative design sprints for a consumer wellness app, tracking milestones and tasks in Jira across design, engineering, and content.
- Analyzed survey and focus group data from 200+ users and built Tableau data visualizations that informed product features and roadmap prioritization.
- Ran A/B testing on user experience (UX) designs to guide engagement strategy.

Comcast — Philadelphia, PA
Digital Experiences Extern — Jan 2025 - Feb 2025

- Authored a Business Requirements Document (BRD) and use cases for scalable digital platforms, partnering with product and engineering teams on user experience optimization.
- Conducted competitive audits of 5+ industry platforms to identify best practices in user flows and real-time communication.
- Analyzed platform capabilities and market trends to deliver data-backed recommendations in client-facing presentations.

Robert Wood Johnson University Hospital — Somerset, NJ
ED Medical Scribe — May 2023 - Jan 2024

- Improved Health Information Exchange (HIE) data retrieval efficiency by 20% using EPIC EMR and cut medical record processing time by 15% across 200+ patient encounters while maintaining HIPAA compliance.

PROJECTS

CNN Image Classifier, Basics of AI, Rutgers | *Summer 2026*

- Built a 3,000-image currency classifier with a team using Inception V3 in Google Colab, reaching 98.44% test accuracy; wrote Python scripts to deduplicate and format the dataset and debugged model code.

PharmAllies UXD Practicum, Rutgers | *Fall 2026*

- Translated a consulting firm's SDLC documentation into a Figma prototype and WordPress website, leading usability and interaction design for the team.

ADDITIONAL

Technical & Data Skills: SQL, R, AI tools, EPIC EMR, Adobe XD, Figma, SEO, LLMs
Strategic & Growth Tools: Salesforce, CRM, Tableau, Excel, Word, PowerPoint, Cross-functional Collaboration, Growth Strategy
Certifications: AWS Certified Cloud Practitioner (AWS 2024) | CITI Program - Human Research (CITI 2024) | Basic Life Support (AHA 2022) | First Aid & CPR Certified (ARC 2023) | NJ DCA License Pharmacy Technician