SAMAR VARMA

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EDUCATION

University of California, Davis **Davis, CA**
B.S. Computer Science | Minor in Technology Management *Expected Jun 2026*
- Coursework: Object-oriented Programming, Data Structures, Artificial Intelligence, Accounting, Economics

EXPERIENCE

Arpio (Y-Combinator W21) **Durham, NC**
Product Manager Intern *Jul 2024 – Sep 2024*
Startup that specializes in disaster recovery and system resilience for cloud-native applications
- Created interactive product tours for technical buyers, using analytics to improve engagement and fill feature gaps
- Improved user retention by 34% through a redesigned webpage with optimized UI based on user behavior analytics
- Boosted sales conversions by 16% for marketing-qualified leads with targeted CTAs, determined through A/B testing
- Acquired 750 leads via an email marketing campaign tailored with client behavior insights, clearly articulating the product's value proposition to boost engagement, conversion rates, and overall customer interest

AggieWorks **Davis, CA**
Product Manager *Mar 2023 – Present*
UC Davis's first product organization that develops software products to improve student life
- Leading a 14-person team of designers and engineers to build and launch a roommate search app for 35,000 students
- Identified an onboarding bottleneck in user acquisition through usability testing of 15 subjects, leading to prioritized feature changes and removal of a mandatory personality quiz, boosting download-to-user conversion rates by 20%
- Gained 1,150+ app downloads in 2 weeks by targeting incoming freshmen with a raffle marketing campaign informed by market research on student engagement trends

Riveron - Yantra **Santa Clara, CA**
Software Engineer Intern *Jun 2023 – Sep 2023*
Tech consulting firm specializing in enterprise resource planning and software development
- Designed and deployed a Netsuite dashboard to enhance data visibility and workflow efficiency for 4 company clients
- Optimized the reallocation process of inventory and extracted financial data to calculate available-to-promise values
- Identified Netsuite UI limitations through stakeholder interviews, then designed and deployed JavaScript dashboards, increasing tracking efficiency by 60% and saving $10,000 annually manual tracking costs
- Spearheaded new CRM service by publishing dashboard as a purchasable Netsuite app to 37,000 customers

PROJECTS

AggiePrep UC Davis Tutoring Centers *Jan 2024 – April 2024*
- Oversaw the complete product lifecycle of a study resource website, serving 100+ tutors and 2,500+ students
- Launched 20+ exams during finals season, gaining 130+ active users and 15 hours of engagement in 1 month
- Conducted comprehensive user research — 3 focus groups, 50+ surveys, and 6 interviews — to identify user needs, define the minimum-viable-product feature set, helping inform user experience and prioritzation decisions

Spotify Product Case Study *Mar 2023 – Jun 2023*
- Surveyed users to create personas and identify social feature gaps, then designed UI/UX wireframes with proposed features that 78% of users preferred, demonstrating potential for increased engagement and retention
- Presented findings and design solutions to 200+ students in 3 product management workshops, helping attendees build product skills, network with professionals, and break into the field

SKILLS

Project Management & Design: Jira, Hubspot, Amplitude, Google Analytics, Notion, Microsoft 365 | Figma, Adobe CC
Technical: Python, JavaScript, C/C++, UNIX, SuiteScript | AWS, Next.js, Tailwind CSS, React Native, Supabase, Git