

Aayushi Parmar

Mumbai, India | +91 99307-14480 | [LinkedIn](#) | [Website](#) | Tech Blog: [Medium](#)

EDUCATION:

MSc in Advanced Engineering Management | University of Birmingham, UK | **Distinction (Pred.)**

Sept 2025 – Aug 2026

Coursework: Strategic Innovation Mngmt, System Thinking and Engineering, Engineering Production and Mngmt

Bachelor of Technology, Computer Engineering | NMIMS, Mumbai | **CGPA: 3.39/4.0**

Jul 2019 – May 2025

Coursework: Consistent performer with a strong focus on practical learning and innovation.

TECHNICAL SKILLS & CERTIFICATIONS:

- **Tools & Certifications:** Jira, Confluence, Miro, Notion, Basic SQL, MS Office, Figma, Power BI, Tableau, AWS (S3, RDS); AWS Cloud Practitioner & CAPM (in progress); Google Data Analytics, Cyber Incident Response, Risk Management(completed 2021–2024)
- **Skills:** Product Roadmapping, Requirements Gathering, Stakeholder Mngmt, Agile Product Delivery, Product Strategy, KPI Tracking

PROFESSIONAL EXPERIENCE:

Product & Business Analyst Intern

May 2024 – Nov 2024

E-RevBay Pvt Ltd.

Mumbai, India

- Owned product delivery for a fintech vehicle-financing program end-to-end, coordinating cross-functional teams and improving customer access, which grew **market share by 20%**.
- Led feature testing and documentation as part of the product release process, defining quality checks that **minimized post-launch issues** and improved customer satisfaction.
- Facilitated **cross-functional brainstorming sessions** to prioritize the product backlog, driving differentiation and strengthening competitive positioning.

Market Research Intern

Dec 2023 – Feb 2024

Apex Drug House

Mumbai, India

- Scoped and led a market-entry research initiative for Latin American export markets, using **Volza** and export-import data analysis to define target client criteria.
- Delivered a strategic outreach plan and prospect report to the business development team to inform go-to-market prioritization.
- Project-managed the client-identification process end-to-end, contributing to a **successfully secured client in Costa Rica** and supporting international market expansion.

Business Strategy Intern

Jan 2023 – May 2023

Falcon Labs Pvt Ltd.

Mumbai, India

- Owned the **product roadmap** across multiple dashboard projects, leading delivery from concept through implementation and integrating **25%** of critical user feedback into the release plan.
- Managed cross-functional delivery across design, engineering, and stakeholders, contributing to a **15% increase in shipped features** and a **20% improvement** in overall product functionality.
- Set up structured stakeholder communication and reporting cadences, improving team collaboration by **30%** and decision-making transparency by **10%**.

PROJECTS:

Securing Internet of Medical Things (IoMT) Devices | Cybersecurity Project | Group Project

10th Semester

Led a cybersecurity framework initiative for six high-risk IoMT devices, from requirements and threat modeling through to a forward-looking security roadmap.

- Defined project scope and risk requirements across six high-risk IoMT devices, then directed simulation of advanced attack scenarios (DoS, MitM, spoofing) in **OMNeT++** to validate resilience.
- Coordinated integration of encryption, multi-level authentication, and anomaly-based IDS into a single delivery plan for real-time threat detection.
- Authored the project's forward-looking roadmap proposing **Quantum Key Distribution (QKD)** to future-proof the system against quantum-era threats.

Advancing Digital Authenticity | Product Development Project | Group Project

10th Semester

Managed end-to-end delivery of a forgery-detection product combining GANs and blockchain verification.

- Defined product requirements and success metrics for detecting copy-move forgeries in social media images.
- Directed system architecture design, coordinating integration of a **GAN-based detection model** with a blockchain verification registry, informed by landscape research on existing approaches.
- Documented the full project lifecycle and delivery plan to support future iteration and handoff.

PUBLICATIONS & ACTIVITIES:

- Published a review paper, “Advancements in VANETs and ITS,” in the **International Journal of Science and Research** (2023–24).
- Authored “Securing the Internet of Medical Things: A Decade Review and Quantum-Inspired Framework for Future-Ready Healthcare,” forthcoming in the International Journal of Science and Research (from Dec 2025).
- Writes on cybersecurity and human behaviour on **Medium** (2023–24).
- Selected for an exclusive mentoring program by **TIAA**, guided by an IIT Bombay alumnus, focused on transitioning into corporate and cross-functional management (2023–24).
- Completed The Dubai Run (Nov 2025); Executive Member, Alumni Association, Student Council (2020–21); Special Mention, Model United Nations — UNHRC, representing Iceland (2019–20).