

# ABHIGYAN KAUSTUBH

[Website](#) | [LinkedIn](#)

+1. 206.366.5450 | akaustubh.01@gmail.com

Open to international travel and relocation

AI. VR. UX. Business.

Led 8 products and 7 programs since 2010 in industry, academia, R&D lab, government, non-profit, and startup arena.

Executed global strategies and product launches to yield \$12+ M in revenue, and experienced in managing multiple teams. Invited [speaker](#) on Artificial Intelligence, Computer Vision, Mixed Reality, User Experience at multiple conferences (IEEE, CSI, PIEP), universities, and technical events.

## EDUCATION

M.S. in Information Management | University of Washington, Seattle, USA

B.E. in Computer Science | University of Mumbai, India

User Experience, Machine Learning, Business  
Human Computer Interaction, Artificial Intelligence

## SKILLS

**Application areas:** Mobile, Web, AI (Machine Learning, Deep Learning, Computer Vision), VR, UX, Business. [20+ projects](#)

**Product Management:** Vision, strategy, roadmap, cross-functional leadership, storytelling, SDLC, Agile (SCRUM), Waterfall, backlog and specs, estimation, planning, monitoring, pricing, launch

**Certification:** Software Product Management Specialization

**Business:** Geo-expansion, localization, business process modelling, business process automation, retail-channel management

**UX:** Research, design, testing

**Languages:** C, C++, Java, Python, R

**Tools:** Tableau, MATLAB, Scikit-learn, TensorFlow, Keras, CNTK, Balsamiq, JIRA

## PUBLICATION

- "Questioning Feedback: Improving Public Health Messaging" Perrier T., Kaustubh A., Gupta A., Anderson R.  
International Conference on Information and Communication Technologies and Development, Cape Town, South Africa, '13.

## PRODUCT RELEVANT EXPERIENCE

### Business Strategy Manager - 2 Products

Sept'17 - Dec'17

Microsoft (Apex Systems), Redmond

- Managed Minecraft's PC Java business worldwide. Drove user acquisition, engagement, win-back, platform migration, and geo-expansion.
- Orchestrated product launch in 11 countries to meet annual yearly revenue goal of \$7.6 Million in just 1 quarter.
- Built partnerships with 4 worldwide distributors, and collaborated with design, sales, marketing, operations, and finance teams against tight timelines to acquire 30+ new retailers in EMEA, APAC, South America, and North America regions.
- Created business processes that reduced new retailer approval timeframe from 2 months to 3 days, and afforded more efficient financial transactions between internal stakeholders.
- Built strategy, business case, market intelligence, financial forecasts, feature list, engagement experience, and GTM for a new undisclosed Minecraft PC product. Launch scheduled in FY'18.

### Product Manager – 3 Products + 1 Program

Oct'15 – Jul'17

RATLab LLC, Seattle

Advisor: [Dr. Thomas A. Furness III](#)

- Researched in VR, UX and AI domains: multimodal inputs, NUI, social VR, and adaptive environments (Speech, AI, Search, Design). Channeled results into the following version-1 products, several POCs, and a VR course at University of Washington, Seattle.
- Product for Collaborative Brainstorming (HTC Vive app)
  - Built the kernel at SEA-VR Hackathon. Featured in [GeekWire](#) and was hired by RATLab to lead an R&D team of 5 to develop it further.
  - Defined product vision and end-to-end roadmap. Led weekly scrum meetings, design sprints, and agile software development process, and reported to the Executive team.
  - Built developer tools to enable users to share information via visualization and multi-user interaction features.
  - **Main Features:** Audio search, bot interaction, idea-bubble placement, bubble grouping, environment-merge.
- Product for Dementia Patients (Android app)
  - Designed a mobile product for VR therapy of 2<sup>nd</sup> stage dementia patients while measuring its impact compared to conventional methods.
  - Led product discovery process. Coordinated a team of 4 to carry out scope definition, literature review, competitor analysis, prototyping and dev. to create storyline, game play, and assets.
  - Built liaisons with companies in USA, UK, and Brazil to inform the product's addressable market.
  - **Main Features:** Camera click, SRT Q and A prompt generation (textual, audio), photo-library.
- EnvelopVR (Startup client) (Oculus DK2 app)
  - Enabled client to launch their VR platform by enhancing their user engagement in concert with their design, dev., and leadership teams.
  - Improved product's utility by designing 4 productivity tools and a consistent platform-wide interaction model.
  - Refined KPIs, development priority, and engagement factors from storyboarding, heuristic analysis, interviews, and usability testing.

**Product Manager - 1 Product****Oct'16 – Aug'17**

Independent, Seattle

- Led a multi-disciplinary team of 9 to create a HoloLens [product](#) for disaster management for a hospital in Seattle (NDA).
- Built team and defined goals, product scenarios, requirements, milestones, and KPIs. Coordinated end-to-end agile design and development sprints to deliver features with changing client needs.
- Established state-of-the-art real-time assistance and communication between the field agents and the command base.
- Won Humanitarian Assistance award, featured in [GeekWire](#), and presented at Immerse'16 and PIEP'17.
- **Main features:** Hologram placement, severity rating, field-overview dashboard, triage recommendation.

**Founding Member Ambassador – 1 Program****Oct'15– Jul'17**

Virtual World Society, Seattle

- Defined vision to collaboratively solve problems in civic, academic, & commercial sector using VR.
- Built affiliate, partner, and member programs in coordination with the Executive team and external stakeholders.
- Assisted CFO in building a subscription based business model and making P&L projections.
- Established presence in 5 countries via outreach, corporate and academic partnerships, and sustainable community empowerment projects.
- Facilitated in launching Nigeria's 1<sup>st</sup> [VR Hackathon](#) in collaboration with community leaders and field experts.

**Program Manager****Dec'14 – Jun'15**

eScience Institute, Seattle

*Advisors: Dr. Bill Howe, Dr. Sophie Clayton*

- Led a team of 3 to [discover](#) 2 phytoplankton habitats in the Pacific Ocean by performing hierarchical clustering on the SeaFlow big data set.
- Defined research goals, milestones, and deliverables with the team and managed expectations with the stakeholders.
- Wrote machine learning code in Python (PCA, K-Means clustering using Scikit-learn), and created dashboards for the leadership.

**Product Manager (Member of Technical Staff: GSA) – 1 Product****Jul'14 – May'15**

UW-IT, Seattle

- Created a visual data analytics tool to track features in Learning Management Systems to improve student performance.
- Owned the entire pipeline. Coordinated with UX, data science, and engineering teams to lead research, analytics, design, development, and testing efforts to successful deployment.
- Improved content discovery by 50-90% across different LMS in the university. Provided insights to the leadership on improving student performance and retention rate.
- **Main features:** Interactive GPA visualization, admittance predictor, drop-out predictor.

**Director of Marketing – 1 Program****Mar'13 – Dec'13**

BITS, Seattle

- Refined key value proposition for Business Information Technology Society.
- Slashed off 50% of its sub-optimal offerings, and built consensus and excitement with multiple stakeholders around new offerings.
- Analyzed user and market data to create and execute a new GTM strategy
- Launched 3 events, forged 6 partnerships, and raised sponsorship from Ernst & Young. Increased paid members by 200%.

**Product Manager – 1 Product****Aug'11 – May'12**

Bhabha Atomic Research Center, Mumbai

- Led a team of 4 to design the organization's Graphical Network Monitoring System using the Waterfall model.
- Collaborated with teams to identify security threats and their prioritization based on frequency, severity, and complexity. Defined scope, success metrics (KPIs), milestones, and individual deliverables accordingly.
- Addressed top 2 threats and reduced issue-response time by 70% by deploying 4 GUI features.
- **Main features:** Alarm generation, network visualization, automated device status updates, network traffic monitoring.

**Software Developer Engineer – 1 Product****Jul'10 – Aug'10**

Larsen &amp; Toubro, Infotech, Mumbai

- Designed an internal social network platform for the organization.
- Collaborated with the Innovation lab and the Engineering teams to create the product using end-to-end design cycle.
- Improved staff engagement by 30%.

**OTHER EXPERIENCE****Board Member****Mar'17– Present**

VR Co-op, Seattle

- Defined vision and goals for making VR more accessible in the Greater Seattle area.
- Establishing strategic partnerships in the VR community to enrich education programs in schools, prisons, libraries, etc.

**Guest Lecturer****Sept'16 – Dec'16**

University of Washington, Seattle

- Invited to teach VR design at University of Washington, Seattle as a Guest Lecturer.
- Designed the curriculum and taught end-to-end VR mobile application design to result in 35 full-fledged Android and iPhone apps.

**Consultant****Apr'13 – Jun'13**

Adaptive Biotechnologies, Seattle

- Created [diffusion plan](#) for [clonoSEO](#), a product for MRD detection of Cancer (Leukemia).
- Identified early adopters and advised on go-to-market strategy. Investigated methods of getting FDA approvals, navigating HIPAA, etc.

**Data Visualization Researcher****Jul'14– Nov'14**

PitchBook Data, Seattle

- Initiated User Centered Design process in the team. Independently created dashboards for the firm.

**Researcher****Jun'13 – Sept'13**

PATH | National Science Foundation | UW CSE, Seattle

*Advisor: Dr. Richard Anderson*

- Researched on improving maternal and neo-natal health in rural India through Public Health Messaging.
- Published a [Note](#) at ICTD 2013, South Africa. Findings incorporated into successive iterations of PATH's product.

**INVITED TALKS****AI**

- AI, VR, and Voice: Substitutes to human memory and action, Charleston, December 2017.
- Blockchain: Adoption areas in the industry, Charleston, December 2017.
- Discovery of new categories of Phytoplankton in the Pacific at University of Washington, Seattle, June 2015.
- Face Detection and Recognition, Technical Paper Presentation Competition, Computer Society of India, March 2011.
- Overview of Scalable SQL and NoSQL Data Stores, University of Washington CSE, Seattle, May 2013.

**VR + AR**

- Medical and Educational aspects of VR, Charleston, December 2017.
- Future of Mixed Reality and Digital Citizenship, IEEE-SA Think Tank, New York City, July 2017.
- Mixed Reality solution for improving triage in disaster response, PIEP Conference, Tacoma, April 2017.
- Technology (VR) for Good panel at Twist 360° Festival, Seattle, 2016.
- Mixed Reality product "DisastARcons" for improving disaster response at the Immerse Summit, Seattle, 2016.

**Others**

- Applying UX Principles in Research domains to improve community involvement, UW, Seattle, March 2017.
- Graphical Representation of Network Monitoring System, Bhabha Atomic Research Center, 2012.
- 3D Data Storage, Technical Paper Presentation Competition, ETSA, University of Mumbai, 2011.
- Ad-hoc Networks and Distributed Computing, Seminar, PVPP, University of Mumbai, 2011.
- Cloud Computing, Technical Paper Presentation Competition, CSI Student Chapter, University of Mumbai, 2009.

**PROFESSIONAL ACTIVITIES**

- **Judge** at VR showcase, inter college technical paper presentations, and robotics competitions, 2010-16.
- **Co-Editor**, Computer Society of India (CSI) and IEEE College Newsletter, 2011-12.
- **College Representative**, Vivekananda Memorial Inter-Collegiate Debate at V.E.S.I.T., Mumbai, 2011.
- **Head**, Paper Presentation and Robotics Competitions, Computer Society of India (CSI), 2010-11.
- **Volunteer**: Led events for Bone Marrow Drive, Food Bank, Blood Donation, Art of Living, Child Rights and You, 2006-15.

**ACHIEVEMENTS**

- [Humanitarian Assistance Award](#) for Best VR Experience at SEA-VR Hack IV, 2016.
- [Honorable mention](#) at the SEA-VR Hack II, 2015.
- Won scholarship for Business Plan Competition by Kick Incubator Seattle, 2014.
- MSIM Dean's Scholarship, 2013-14. (Merit based - awarded to 2 out of 80).
- Best Paper Awards (1<sup>st</sup> Place, 2<sup>nd</sup> Place) at regional Technical Paper Presentation Competitions, 2010-12.
- Best Speaker Award at ITSA Technical Paper Competition, University of Mumbai, 2011.
- Best Personality Award, University of Mumbai, March 2012.
- 1<sup>st</sup> and 2<sup>nd</sup> Places in several Debate Competitions, 2006-2012.