Yogini Borgaonkar

LinkedIn | Portfolio | yogiborg@gmail.com | 609-480-2316 | Princeton, NJ

EDUCATION

Stevens Institute of Technology, School of Business — *Expected* May 2025
Master of Business Administration — Hoboken, NJ
Relevant Courses: Business Analytics, Applied Analytics, Leader Development, Marketing Management

Rutgers University, Mason Gross School of the Arts — May 2022
Bachelor of Fine Arts in Design, Minor in Psychology — New Brunswick, NJ
Relevant Courses: Digital Design, Experimental Computation, Neuropsychology, Psychology of Language, Social Psychology, Systems Thinking, Typography

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SKILLS

Programming: HTML, Java, Python
Software & Tools: Adobe Creative Suite, Figma, Microsoft Office, RapidMiner, Tableau
Project Management: Agile, Client Management, Data Analytics, Digital Marketing, Problem Solving, Strategic Planning
Strengths: Communication, Data Visualization, Information Architecture, Research, Teamwork, UI/UX, Visual Design

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EXPERIENCE

Co-Founder — January 2023 – Present
Cuttlefish Ventures LLC — Plainsboro , NJ

- Led project management by aligning services with business objectives, cultivating client relationships, and translating stakeholder visions into actionable strategies and deliverables, achieving 50% growth in Q3 2023.
- Accelerated consulting, creative, and development processes by utilizing Adobe Creative Suite and AI tools, resulting in improved client communication and a 20% increase in project efficiency.

Lead UI Developer — December 2022 – Present
Perfect Plate — San Francisco, CA

- Defined information architecture and user journey by designing wireframes and prototypes to achieve a distinct and accessible user experience in functionality and appearance.
- Optimized UI development by delegating tasks within the design team to leverage data-driven insights. Resulted in a significant reduction of system complexity and improved user retention rates.

Research Assistant — September 2021 – April 2022
Rutgers University, Aresty Research Center — New Brunswick, NJ

- Evaluated training datasets in Excel and built interactive VS Code dashboards to visualize insights, resulting in reduced algorithm errors, and broadened skills in database maintenance, data analysis, and front-end development.
- Coordinated with developers and PhD supervisors during weekly meetings to align project outcomes and co-authored presentations to convey insights to non-technical stakeholders during the annual Research Symposium.

Product Designer — May 2021 – September 2021
The Bhakti Center — New York, NY

- Successfully directed the product strategy and road map for design team, achieving milestones and optimizing content for conversions, resulting in a 25% increase in subscribers for the Bhakti Center's educational platform.
- Implemented consistent brand experience for multi-platform use, created on-boarding tutorials with Adobe After Effects & Premiere Pro, and educated team on accessibility practices, leading to a 40% increase in user retention.

LEADERSHIP & SERVICE

Stevens Institute of Technology, LeadHERship Conference, Speaker — November 2023

Stevens Institute of Technology, Graduate Student Advisory Board, Member — October 2023 – Present

Karuna Care Education, Technical Support Volunteer — March 2023 – Present

Rutgers University, Packaging Engineering, Design Mentor — February 2020 – May 2022