

# ANUBHAV GUPTA

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## EDUCATION

**University of California, Berkeley** - *Masters of Information Management and Systems*

2016

*Courses* : Product Management, User interface Design and Development, Needs and Usability Assessment, Data Mining and Analytics, Information Visualization, Web Architecture, Information Law & Policy, Managing in Information-Intensive Companies

**Motilal Nehru National Institute of Technology** - *Bachelor of Technology in Computer Science and Engineering*

2011

## WORK EXPERIENCE

**Palo Alto Networks** - *Product Manager*

Sept 2017 - Present

I am currently own the logging, reporting and visibility areas within the management product, Panorama at Palo Alto Networks. In addition, I am also working on a cloud service to provide enhanced visibility, reporting and analytics into the data captured by Palo Alto Network's Logging Service and Application Framework.

- Define the overall product strategy and roadmap for logging, visibility and reporting areas across Palo Alto Network's products.
- Write Problem Statements, Product Requirement Documents (PRDs) and closely work with Engineering to build features.
- Work with Sales, Marketing and other departments to build sales and marketing material to evangelize the product.
- Interact with customers at Executive Briefing Sessions (EBCs) and conferences for roadmap sessions and problem discovery.
- Work with Customer Support, Sales Engineering and Technical Account Management to solve escalated customer cases.

**Cloud Raxak Inc** - *Technical Product Manager*

Aug 2015 - Aug 2017

Raxak Protect is a SaaS-based security offering that allows IT and application development teams to ensure compliance and automatic configuration management across private, public and hybrid clouds.

- Designed and architected Raxak Protect for Windows that provides Security Compliance based on configurations set by DISA/NIST, PCI - DSS and HIPPA.
- Create Product Requirement Documents (PRDs), translate requirements into User Stories and drive requirements development.
- Create wireframes and mockups for the User Interface using Balsamiq, UXPin and other prototyping tools.
- Create design documents, technical content and user manuals to support customers and marketing teams.

**IBM Research, Accelerated Discovery Labs** - *Summer Research Intern*

Summer 2015

- Worked at the Accelerated Discovery Lab with the Collaborative Research Discovery Team building an alternate scalable data pipeline for seamless data curation into the Data Lake to be used by multiple projects at IBM particularly LabBook.
- Built a pip installable python package to communicate with the LabBook using REST API calls.
- Created a Jupyter notebook extension to save and schedule the curation script to be executed on the LabBook application.

**McAfee Inc** - *Software Development Engineer*

2011 - 2013

- Enabled run time deployment of the product on unsupported kernels increasing product adoption by 20%
- Developed a sanity suite module for deployment on unsupported kernels that reduced the run time deployment failure by 30%.

## ACADEMIC PROJECTS

- **Hydrobase** - A control system and an analytics engine to develop plant data models for an IoT garden (<https://github.com/hydrobase>). Implemented the backend infrastructure using Flask, MongoDB and Pub-nub. Used Permutation testing to evaluate plant profiles for experiments.
- **This is Jeopardy!** - Analyzed Jeopardy data from J-Archive using various data visualization techniques to explore patterns, discover trends and get an idea about the game. Used Tableau, High charts and D3 for visualizations ([http://people.ischool.berkeley.edu/~anand\\_rajagopal/Jeopardy/](http://people.ischool.berkeley.edu/~anand_rajagopal/Jeopardy/))
- **TravelBites** - A web application that helps travelers build a food itinerary based on interests and suggestions from local experts. Used contextual Inquiry, affinity diagramming, persona creation, low and high fidelity prototyping (<http://invis.io/V61L7CBF7>).
- **Memeoke** - An application that makes karaoke fun by displaying funny memes. Used Flask/Sqlite and APIs from Giphy, musixmatch, and Soundcloud. ([www.memeoke.com](http://www.memeoke.com)).
- **NYCe Taxi Tip Prediction** - Developed an algorithm to analyze the pattern in which cabs operate and predict the tip expected per fare. Used both classification models like SVM, Decision Trees, Random forests, Ada-boost classifiers and regression models like linear regression, SVM regression, Lasso regression.
- **Restaurant Ambience Tagger (NLP)** - Yelp business web-pages include an info panel to present important details of a business including Ambience, Good for Kids, and Good for Groups etc. Built classification models to assign these tags to restaurants based on non-linguistic as well as linguistic features.

## SKILLS

**UX and Product Management** : Interviews, Personas, Surveys, Prototyping, Usability Testing, User Stories, Story Mapping, Affinity Diagramming, Persona Creation and Scenario thinking and Agile/Scrum methodology.

**Data tools** : Tableau, Hadoop, HDFS/GPFS, Spark, Openstack, Elastic Search/Solr, Scikit-Learn, Matplotlib, Numpy, Pandas

**Development tools** : SQL, HTML/CSS/JS, Python, Flask/Django, MongoDB, Angular/Node/Meteor, shell scripting/powershell.

## PUBLICATIONS

**Exploring Data For Fun And Profit: Case Study of Jeopardy!**

2015

IEEE Visualization Conference 2015, Chicago, USA (<http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.704.7906&rep=rep1&type=pdf>)