# MIHIR MIRPURI

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## EDUCATION

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| **The University of Texas at Austin** | Bachelor of Science, Electrical and Computer Engineering<br>Software Engineering Track<br>Overall GPA: 3.56 | **May 2027** |

## WORK EXPERIENCE

**Ralo** – *GTM Strategy Intern; Austin; TX* **February 2025 – Present**
- Generated 15+ qualified customer research calls in under one month for an early-stage online mortgage platform through cold outreach, realtor partnerships, and a targeted flyer campaign.
- Supported GTM strategy by identifying and engaging high-intent users, informing product positioning and outreach messaging.

**Mouser Electronics** – *Product Data Analyst Intern; Mansfield, TX* **June 2025 – August 2025**
- Transformed project from manual taxonomy recategorization to an automated solution, saving $100K+ annually in labor through head-count avoidance of 2 and reducing turnaround from 1–2 months to 2 days.
- Developed machine learning application to optimize product taxonomy across 11,000+ products, improving time-to-product by 25%+ and conversion rates by 20%+. Designed and executed A/B testing to drive user-oriented, data-informed decisions.
- Accelerated industrial automation roadmap to pull forward Mouser's $1B+ revenue growth target from 2032 to 2028 by collaborating with UX designers, conducting market research, analyzing Fullstory behavioral data, and defining customer personas.

**Resia** – *Technical Sales Intern; Austin; TX* **January 2025 – April 2025**
- Scaled early-stage startup from 0 to 20+ contractors through targeted outreach and in-person meetings, collaborating with engineers to refine the product backlog and increase conversion from consideration to intent by 20%+.
- Conducted market segmentation analysis to refine sales strategies, optimizing outreach and driving higher contractor engagement.

**Mavenir** – *Software Engineering Intern; Richardson, TX* **June 2024 – July 2024**
- Pioneered the creation of a structured onboarding system for interns and engineers, driving cross-functional alignment across IT, engineering, and management to reduce time-to-productivity by over 50%.
- Streamlined antenna calibration (AC) testing in MATLAB, saving PhD manager 2–3 hours daily, which enabled him to focus on implementing new AC techniques to boost speed and capacity for Mavenir's 5G network products.

## PROJECTS

**Signl** **February 2026 - Present**
- Launched cold email platform for UT Austin students, acquiring 100+ recurring users in 3 weeks with zero paid marketing.
- Scaled to 1,000+ emails sent across the platform in less than 3 weeks, with consistent week-over-week user growth since launch.

**Movely** **November 2025 - Present**
- Launched travel itinerary app on App Store, acquiring 20+ users by letting people build trips through short-form scrollable content.
- Structured monetization pipeline generating an average of $105 per user per trip through activity bookings.

**ECE 319K: Embedded Systems WII Game Replica** **May 2024**
- Built a 2D Wii-style game with three mini-games in C on a Cortex-M0+ microprocessor, earning perfect score on 319K final project.
- Engineered PCB in KiCad, integrating an LCD display, switches, audio jack, and slide potentiometer to enable interactive gameplay.

## LEADERSHIP EXPERIENCE

**Heritage Basketball Camp** – *Founder;* Round Rock, TX **July 2023 – August 2024**
- Launched a youth basketball camp from concept and go-to-market strategy to execution, generating $4K+ in revenue.
- Iterated on programming, pricing, and positioning over the course of 3 camps based on player and parent feedback, doubling attendance and improving retention through targeted local marketing.

**Generation Serve** – *Project Manager; Austin, TX* **June 2022 – July 2022**
- Organized and led community service projects, coordinating 20 youth volunteers to raise $1.5K and remove 100+ pounds of waste.
- Collaborated with other project managers and stakeholders to organize task backlogs and map out project roadmap.

## ADDITIONAL INFORMATION

**Computer Skills:** Microsoft Office, C, C++, Python, Java, ARM Assembly, Tableau, Autodesk Inventor, LT Spice, SQL, R, TensorFlow
**Related Coursework:** Embedded Systems, Circuit Theory, Software Design and Implementation, Digital Logic Design, Probability and Random Processes, Intro to Microeconomics, Intro to Macroeconomics, Discrete Math, Matrices/Matrix Calculation
**Languages:** English (Proficient), Spanish (limited Working Proficiency), Hindi (Limited Working Proficiency)
**Interests:** Basketball, Bollywood, Traveling and Trying Different Cuisines, Lifting Weights, Movies/TV Show