

Shaurya Srivastava

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EDUCATION

New York University, Leonard N. Stern School of Business

New York, NY

B.A. in Computer Science, B.S. in Business Technology and Entrepreneurship (GPA: 3.7/4.0)

Sep 2022 - May 2026

EXPERIENCE

Mastercard

New York, NY

Associate Product Manager Intern

Jun 2025 - Aug 2025

- Owned end-to-end iteration of 2 internal AI Agents to automate crypto card insights on issuance and acceptance data
- Built a modeling framework using comparison analysis to evaluate crypto card volumes relative to overall card spend
- Defined P2M stablecoin payments strategies for merchants across 5 regions to enable cross-border settlement and scale.

Zone&Co

New York, NY

Product Manager Intern

Jul 2024 - Dec 2024

- Owned the Zone knowledge base, coordinating with product managers to update 200+ product documentation pages
- Liased with marketing, engineering, and risk teams to iterate on branding, feature launches, and customer feedback
- Analyzed quantitative/qualitative user metrics to identify user goals in 2 products, ZoneBilling and ZoneReporting

Hints.so

New York, NY

Product Manager Intern

May 2023 - Aug 2023

- Parsed product data to discover key customer KPIs, leveraging the analysis to increase user engagement by 15%
- Leveraged UX research to convince 3 engineering teams to re-do the website UI, improving CTR metrics by 10%
- Coordinated with the CEO to pivot the product into the sales industry with 30+ customer interviews and analysis

PROJECTS

Coinbase

New York, NY

Product Consultant (via NYU Blockchain and Fintech)

Feb 2025- May 2025

- Conducted 15+ customer discovery interviews with isolate ‘web2’/‘web3’ user segments to identify key pain points
- Drafted a product requirements document with outlines on key features, success metrics, and product/market research
- Presented this new idea of implementing a coinbase wallet loyalty program to 3+ staff PMs at Coinbase

Keeper.ai

Berkeley, CA

Co-Founder

Jun 2024

- Contacted 15 travel nurses to conduct customer discovery interviews and learn about existing problems in the industry
- Analyzed qualitative user interviews via design thinking to identify key pain-points for our target customer base
- Created a product backlog to develop the product at UC Berkeley’s CalHacks, pitching opportunities to PearVC

FilmU

New York, NY

Co-Founder

Nov 2022

- Designed a product tailored to be a “LinkedIn for film students” to help film students with industry job recruiting
- Facilitated 20+ customer interviews within the NYU Tisch film school, leveraging design thinking to formulate an idea
- Drafted 2 technical PRDs and backlogs for newly proposed features and applications for the film students

LEADERSHIP & EXTRACURRICULARS

NYU Varsity Cross Country and Track and Field (NCAA Division III)

New York, NY

Collegiate Athlete, National Team Member, Team Captain

Sep 2022 - Present

- Trained rigorously for 30+ hours a week in goal-oriented and team-based setting, including multiple practices per day
- Maintained a spot in the Top-7 racing/varsity squad to race at NCAA Regional and National championships for all years
- Recognized as an All-Academic every semester and earned All-Region honors in Fall 2024 for athletic performance

NYU Product Management Club

New York, NY

Product Fellow

Mar 2023 - Present

- Engaged in Product Workshops to develop and practice skills such as prototyping, roadmapping, and PRD drafting
- Participated in Intercollegiate Product Case Competitions as a member of the NYU Product Team
- Spoke as a panelist as a club representative to offer insights in Product Management recruiting and skill development

SKILLS AND TOOLS

Programming Languages: Python, Java, C, React, Javascript, HTML/CSS, SQL, PostgreSQL, CUDA, MPI

Tools: Pandas, Tableau, Docker, Copilot Studio, Jira, Confluence, Adobe Photoshop, Microsoft Excel/Word, Figma

Frameworks: Agile, Scrum, Django, Flask