

Karnikaa Velumani

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EDUCATION

California State University, Fullerton
Bachelor of Science, Computer Science

Graduated: 2024

EXPERIENCE

Stone Products Unlimited Inc
Digital Website Project Coordinator

Anaheim, CA
Mar 2025 - PRESENT

- Architected and built a **12-month Go-To-Market customer lifecycle strategy in HubSpot**, creating **10+ automated workflows** to nurture over **15,000 contacts** through segmented, personalized email journeys, reducing manual outreach by **80%**.
- Redesigned the **B2C Shopify E-commerce website** in Figma, refining navigation, page layouts, and content hierarchy to create a more accessible shopping experience, contributing to a **30% increase in scroll depth** and **10% increase in time spent on site**.
- Lead the **B2B website initiative**, coordinating **3+ cross-functional teams** across design, development, and product while managing project scope, documentation, and **PIM system integration** through **ClickUp and Basecamp**.
- Audited **HubSpot CRM data**, removing unresponsive contacts, outdated segments, and unused workflows; built dashboards to analyze CRM trends and leveraged **ChatGPT and Claude** to standardize documentation and streamline recurring processes.

ANZHE Electronics
Product Lead (Part-Time, Contract)

Remote
Feb 2026 - PRESENT

- Led product development for **EduBoard**, a cross-platform educational **IDE and microcontroller**, owning the product roadmap and coordinating weekly standups across **design and firmware** to track priorities and deliverables.
- Designed and developed the **EduBoard interface in LVGL (C/C++)**, translating educational requirements into interactive prototypes and iterating on the experience through user feedback and testing.

PROJECTS

ACM at CSUF Website github.com/k4rni/acmcsuf.com

- Coordinated an open-source development team through **design, development, testing, and deployment**, managing feature priorities and implementation across **SvelteKit, TypeScript, and GitHub**.
- Managed **feature deployment, bug tracking, QA, and automated testing** using **Playwright and GitHub Actions**, supporting release readiness and resolving issues throughout the development lifecycle.

OC Parks Events github.com/k4rni/ocparks-events

- Engineered an automated data pipeline to extract, organize, and present OC Parks event information through a streamlined web interface using the **Fresh framework** and **Deno Deploy**.
- Built a **Python machine learning workflow** with **scikit-learn** to classify and tag event data automatically, improving searchability and supporting structured operational data management through **Deno KV**.

SKILLS

Tools	Git/GitHub, AWS, Figma, Powershell, Sisense BI, Jira, MS, ClickUp, Basecamp, Google Cloud
Soft Skills	Leadership, Event Management, Public Speaking, Time Management, Cross-Collaboration
Languages	JavaScript, TypeScript, HTML/CSS, Python, C++, R, SQL, Go, Java, Tailwind
Frameworks	NextJS, SvelteKit, React, Fresh, Node.js, Deno, Netlify, Vercel
Certifications	AWS Cloud Practitioner, AWS Solutions Architect
Volunteering	Chinmaya Mission Los Angeles Emcee, JCHYK Advisor, and CHYK Coordinator