

ASHISH MANGAL

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EDUCATION

CARNEGIE MELLON UNIVERSITY (CMU), PITTSBURGH, PENNSYLVANIA, UNITED STATES Aug. 2022- Dec. 2023
Master of Integrated Innovation for Products & Services (Advanced Study)

Dr. A. P. J. ABDUL KALAM TECHNICAL UNIVERSITY (AKTU), NEW DELHI NCR, INDIA Aug. 2013- Jun. 2017
Bachelor of Technology in Computer Science and Engineering

EXPERIENCE

OAKWELL (Powered by Boston Medical Center), BOSTON, MA | Technical Product Manager Dec. 2024- Feb.2025

- Conducted UX audits of the company website, pinpointed technical issues, and recommended accessibility improvements. Created and executed a comprehensive online marketing strategy that successfully reached over 300 stakeholders within a niche audience of decision-makers and gatekeepers.
- Collaborated with tech team to address data management, scrubbing, and mapping needs, successfully selecting a sustainability management reporting technology partner for delivering health systems sustainability reporting
- **Spearheaded: Product Management, User Experience Research, Marketing Strategy, & Service Design**

BOSTON MEDICAL CENTER, BOSTON, MA | Technical Product Manager Jan. 2024- Nov. 2024

- Orchestrated Oakwell, a comprehensive solution designed to optimize sustainability of health systems and real estate utilization, expected to generate multi-million dollar savings for health systems in the US and subsidize healthcare costs for patients
- Crafted & led design & development of deep learning models for HVAC Systems and Metering & Submetering Systems for optimizing energy consumption along with developing Restful API Channel Interface and a feedback mechanism for BACnet
- **Spearheaded: Product Management, User Experience Research & Pre-Launch Marketing Strategy**

BOSTON MEDICAL CENTER, BOSTON, MA | Technical Product Manager (Internship) Jun. 2023- Aug. 2023

- Engaged with cross-functional departments in creating deep learning models to forecast occupancy across Healthcare system facilities, expecting a 20% reduction in HVAC energy consumption within a BMC building
- Supervised UX research & audits for the development of a real-time dashboard for BMC, enabling analysis and generation of insights from variations in energy usages across diverse meters and sub-metering systems deploying data warehouses and data lakes
- **Spearheaded: Product Development, User Experience Research, Product Strategy & Product Management**

DIGIINBOX TECHNOLOGY PVT. LTD., NEW DELHI, INDIA | Director & Co-Founder Mar. 2019- Jul. 2024

- Functioned with teams from Google, the US, and PCI NGO supported by Bill and Melinda Gates Foundation in India & conducted UX research, created solution criteria, and devised progressive web app gaming applications to be operated in KaiOS-based feature phones and Android-based Smartphones for establishing family planning. Gaming app is expected to impact lives of around 1 million migrant couples in villages in Bihar, India
- **Spearheaded: Product Development, User Experience Research, Product Management, & Marketing**

PROJECTS

CMU PROJECT: 1 | PRT Transit Buses: Crafted an AR-based 3D View product to improve accuracy of bus information. Guided the development of AR public transit guide for Pittsburgh, focusing on user pain points and promoting sustainable, equitable access. Championed user-centricity through research, and communication materials [Project Details](#)

CMU PROJECT: 2 | Volvo- Mack Trucks Capstone: Innovated a Machine Learning based Daily Inspection Maintenance SAAS Service for owners/operators in the construction industry across the USA. Led user research & ideation (Crazy 8s) to define a pain-solving product opportunity for truck drivers. Collaborated with industry experts to ensure a user-centric service. Delivered strategic execution for the project, leveraging market analysis and strong leadership. [Project Details](#)

CMU PROJECT: 3 | NIKE Marketing & Design: Created insights & designed marketing strategy to redefine holistic fitness. Orchestrated user research for new mothers in a city with female health challenges. Analyzed social media data & conducted interviews to identify unmet needs. Refined 14 initial concepts into 3 high-potential product ideas with compelling user stories, presented as video recommendations to presented to Nike [Project Details](#)

SKILLS

UI/ UX TOOLS & SKILLS: Figma, Framer, Adobe Photoshop, Adobe Illustrator, Procreate, Miro, UX Methodologies, etc.

TECH STACK: JAVA Core, MATLAB, Python, TensorFlow, Google Cloud Platform, HTML5, CSS3, C & Tableau