

# DARSH SHAH

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## PROFESSIONAL EXPERIENCE

|                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                  |
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| Oct 2024 - Present | <b>EPIC GAMES</b> ( <i>Game Dev Tools</i> )<br><b>Strategy &amp; Operations   AI Product Launches</b> <ul style="list-style-type: none"><li>Stood up cross-functional launch reviews for Epic's agentic Game Dev Tools, aligning Product, Engineering, and GTM on readiness gates, usage thresholds, and pricing tradeoffs before go-live</li><li>Recommended launch pricing and packaging for Epic's agentic Game Dev Tools, translating usage, cost-to-serve, and packaging scenarios into ~50% gross-margin targets and ~\$25M downside-risk mitigation</li><li>Built a real-time usage-and-cost view for a new product with no usage priors, helping Engineering track per-unit profitability and flag usage-curve drift against \$10M+ in cost exposure</li><li>Recommended final capacity mix for ~\$20M GCP compute commitment, forecasting instance needs and reserved-vs-spot tradeoffs for AI asset-generation launch</li></ul> <b>Operating Systems &amp; AI Workflows</b> <ul style="list-style-type: none"><li>Built finance data pipeline with HTML reporting harness, moving Day 1 reporting from PPT decks to live artifacts and cutting reporting lead time from 2+ days to ~1 hour</li><li>Shipped schema-aware Claude Code workflows and enablement for 20+ finance and business users, turning one-off analyses into reusable skills across 10+ workflows</li></ul> | Hybrid           |
| 2021 - 2022        | <b>SHARECHAT</b> ( <i>Google-backed short video platform, 180 million MAU</i> )<br><b>Business Operations   Product Launches &amp; Adoption   through role expansion</b> <ul style="list-style-type: none"><li>Owned org-wide Salesforce rollout across ~400 sales users, scoping requirements from user interviews, supervising build, and running trainings to 99% adoption in 3 months</li><li>Led launch and GTM of a new short-video ads business line, defining customer value prop and roadmap and partnering with Product and Engineering on prioritization to reach \$60M ARR within 6 months</li><li>Launched creator monetization product using user personas, qualitative research, and usage data, lifting retention 50% and daily streamed minutes by 1.6B</li><li>Ran A/B tests on self-serve B2B advertiser funnel with Product, rebuilding the user journey from data to cut drop-offs ~35% and add 120K+ monthly sign-ups</li><li>Built customer operations from zero (JIRA service desk, Confluence self-service, support team, SLAs), cutting complaints 38% and earning accelerated top-1% promotion</li></ul>                                                                                                                                                                                                                                                     | Bengaluru, India |
| 2023               | <b>PASS+</b> ( <i>Vertical SaaS platform, 25K users</i> )<br><b>Chief of Staff</b> <ul style="list-style-type: none"><li>Repriced three SaaS plans around usage, storage cost, and churn risk while owning end-to-end customer migration with Marketing and Customer Success, shaping ~\$500K in annualized EBITDA growth</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Los Angeles, CA  |
| 2017 - 2021        | <b>RAINSHINE ENTERTAINMENT</b> ( <i>media/gaming investment platform</i> )<br><b>Corporate Development &amp; Operations, Manager</b> <ul style="list-style-type: none"><li>Stood up long-form journalism business line from zero, securing \$3M allocation, building initial team and content pipeline, and setting product strategy</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Mumbai, India    |

## EDUCATION

|           |                                                                                                                                                                                    |               |
|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| 2022-2024 | <b>NORTHWESTERN UNIVERSITY   KELLOGG SCHOOL OF MANAGEMENT</b><br><b>Master of Business Administration (MBA)   Concentrations: Strategy &amp; Finance   Dean's List   GMAT: 770</b> | Evanston, IL  |
| 2013-2016 | <b>NARSEE MONJEE COLLEGE OF COMMERCE AND ECONOMICS   MUMBAI UNIVERSITY</b><br><b>Bachelor of Commerce (Finance)</b>                                                                | Mumbai, India |

## ADDITIONAL

### Side Projects

- glm-codex-relay: local relay that lets Codex run GLM-5.2 as a bounded worker by translating Responses API requests to Chat Completions and saving trace/review bundles ([GitHub](#))
- Cadence: local-only macOS meeting-notes app with system/mic audio capture, WhisperKit transcription, local summaries, action items, and Markdown export ([GitHub](#))

### Certification

- Chartered Accountant (ICAI) | Top 1% across ~130k candidates

### Tools

- Claude Code, SQL, Python, Databricks, Salesforce, Workday, JIRA, Figma, Tableau, PowerBI