

Sefik Battal

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EDUCATION

The University of Texas at Dallas
Bachelor of Science in Computer Science

Expected: December 2027
Dallas, TX

SKILLS

Product & Strategy: Product Strategy, User Research, Requirements Analysis, Feature Prioritization, Process Improvement, KPI Definition, Agile/Scrum, Stakeholder Management

Technical & Data: Python, SQL, C++, JavaScript, TypeScript, React, Next.js, HTML/CSS, Git, Data Analysis

Tools & AI: Salesforce, Jira, Figma, Excel, Tableau, Grafana Cloud, Gemini Enterprise, Agentforce

Certifications: IBM AI Product Manager Professional Certificate, Google Project Management Professional Certificate

EXPERIENCE

Digital Technology Intern – Salesforce & AI Developer

August 2026 – Present

GE Appliances

Louisville, KY

- Translate service workflow pain points into **business and technical requirements**, partnering with engineers and business stakeholders to prioritize and deliver **Salesforce and AI** enhancements.
- Drive development tickets through **QA/UAT**, resolving defects, validating functionality, and coordinating cross-functional stakeholders to deliver production-ready improvements.

Technical Project Analyst

January 2026 – May 2026

UTD EPICS | UT Southwestern Medical Center

Dallas, TX

- Translated researcher needs into **product requirements** and a prioritized backlog, then led **biweekly Agile sprints** to align technical execution with stakeholder priorities.
- Turned live sensor data into actionable insights by developing **5 Grafana Cloud dashboards** and **12 threshold-based alerts** for real-time equipment monitoring.

Software Engineer & Project Liaison

January 2025 – May 2025

UTD EPICS | Samaritan Inn

McKinney, TX

- Delivered a full-stack web application **MVP** by translating stakeholder feedback into product requirements, prioritized features, and sprint execution.
- Improved scheduling, appointment, and curfew-request workflows through stakeholder demos and iterative development using **Next.js, TypeScript, Prisma, and SQLite**.

Assistant Manager, Digital Operations

May 2023 – August 2024

Star Electronics

Round Rock, TX

- Increased **online traffic by 30%** and **customer calls by 50%** by building the company website and using performance data to optimize digital customer acquisition.
- Analyzed **customer needs, product trends, and operational pain points** to improve service offerings, workflows, and business decisions while communicating technical solutions to customers.

PROJECTS

Product Management Mentee

February 2026 – May 2026

Product@Dallas

Richardson, TX

- Identified **user needs** with a **3-person product team** and translated insights into product requirements, prioritized features, and MVP scope for a Spotify product concept.
- Evaluated **feature tradeoffs**, iterated on Figma prototypes, and defined **adoption and engagement KPIs** to guide product decisions and measure success.

VeriSmart: Verizon Smart Campus Competition

October 2025 – March 2026

- Placed **Top 7 of 67 teams** by defining the product strategy for an **AI-enabled smart-campus platform** combining edge detection, Private 5G, cloud dashboards, and automated maintenance workflows.

Toyota Smart Match: HackUTD 2025

November 2025

- Built a **Next.js and TypeScript** recommendation product that translated user preferences into personalized Toyota matches using structured vehicle data and a weighted scoring model.

LEADERSHIP

Treasurer & Fundraising Lead

August 2025 – May 2026

The Dialogue Society

Richardson, TX

- Raised **\$1,000+** by leading a **7-member committee**, coordinating initiatives, managing organizational finances, and aligning team priorities.