



Devanshu Rana
UG (IV Year II Semester)
B.Tech. (Chemical Engineering)
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Registration No: 22112031/2026



Area of Interest
Generative AI, Machine Learning, Python Programming

Education

Year	Degree/Examination	Institution/Board	CGPA/Percentage
2026	B.Tech. 4th Year	Indian Institute of Technology, Roorkee	7.472
2022	Intermediate (Class XII)	Sainik School Ghorakhal, Nainital	83.80 %
2020	Matriculate (Class X)	Sainik School Ghorakhal, Nainital	90.40 %

- Internships**
- Freelance AI Creative Specialist** | Obvious AI January 2026 - Present
- Creating fully AI-generated video and social media ads, ensuring rapid turnaround without compromising on quality.
 - Leveraging Generative AI tools to streamline the end-to-end ad creation process, from concept to final deliverable.
- Workflow Engineer - Intern** | ShopOS June 2025 - September 2025
- Spearheaded AI content automation and workflow development at ShopOS.ai, delivering systems that process and generate marketing assets **100% automatically**, reducing manual effort by over 90%.
 - Engineered advanced garment masking tools achieving a **70% reduction** in processing time (from ~1 min to 420 seconds) and maintaining near-perfect **99% to 100% accuracy** on complex cases.
 - Conducted systematic R&D on next-gen generative AI models, deploying solutions that serve business-critical requirements and enable rapid scaling in startup environments.
- Creative Technology - Intern** | Ogilvy December 2024 - January 2025
- Collaborated with teams to design and implement creative AI solutions, including an **Automated Product Photoshoot System for Jewellery**, enhancing visual marketing efficiency and brand appeal.
 - Leveraged Generative AI expertise to streamline content production processes, enabling innovative approaches to branding and consumer engagement.
- Generative AI Intern** | Qolaba September 2024 - February 2025
- Assisting Qolaba.ai in implementing and hosting advanced AI models to enhance their technology solutions.
 - Ensuring smooth deployment, optimization, and scalability of these models while collaborating with teams for effective integration.

- Projects**
- Text to Image Generation** | Artificial Intelligence and Electronics Society (ArIES) May 2024 - June 2024
- Developed and trained a **Conditional Generative Adversarial Network (CGAN)** for text-to-image synthesis using the **CUB_200_2011** bird dataset, including data preprocessing and hyperparameter optimization. Successfully generated bird images from textual descriptions, showcasing skills in **Deep Learning** and **Computer Vision**.
- Neural Style Transfer** | Artificial Intelligence and Electronics Society (ArIES) February 2024 - March 2024
- Developed a Neural Style Transfer model using **TensorFlow** and **VGG19** architecture, blending artistic styles with content from different images.
 - Implemented loss functions and **gradient descent optimisation** to refine outputs, producing visually compelling results that harmoniously combined style and content.

- Positions of Responsibility & Extra Curriculars**
- Head of Design** | Chemical Engineering Students' Society (ChESS) June 2024 - November 2024
- Led the **Design Team** in creating all posters and promotional materials for society events, ensuring a consistent and high-quality visual identity.
 - Actively participated in group discussions, providing creative inputs and collaborating with other members to successfully organise and execute events.
- Executive Member** | Thomso'23 June 2023 - April 2024
- Developed and implemented innovative promotional initiatives, resulting in a **20% increase** in event registrations compared to the previous year's festival.
 - Assisted in the planning, organisation, and on-ground execution of multiple events during Thomso'23, ensuring smooth operations and high participant satisfaction.

References

Samarth Gupta
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