

SURYA CHHABRA

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EDUCATION

University of Illinois at Urbana-Champaign

May 2027

Bachelor of Science Astronomy + Data Science and Statistics, LAS James Scholar

Extracurriculars : Secretary and event coordinator Hindu YUVA, COZAD new venture challenge

WORK EXPERIENCE

Twinmind - Founding Growth

July 2026 - September 2026

- Led growth across SEO, GEO (Generative Engine Optimization), content, web, and brand at TwinMind, a \$9M-funded AI startup reaching 500K daily active users.
- Drove end-to-end growth experiments and launches across website optimization, creative campaigns, product storytelling, video, social distribution, and user research—from strategy and ideation through execution.

Satvik movement - Growth

March 2026 – May 2026

- Driving e-commerce setup and growth strategy for India's largest community-driven health platform, serving an 8M+ subscriber base
- Designing high-conversion Shopify store pages using Replo, Shogun, and Figma to turn audience scale into revenue

Ocher Studio — Business & Growth

Jan 2026 – May 2026

- Working at the intersection of entrepreneurship and community impact, advocating for revenue-driven models to support artisan livelihoods rather than charity-based approaches
- Supporting early-stage growth initiatives through market research, exploration of new revenue channels, partnerships, and brand storytelling

Founders Illinois Entrepreneurs – Head of Exploration at UIUC

Sept 2024 – Dec 2025

- Brought Antler investors to campus and ran workshops, fireside, and networking, reaching 100+ students and giving students direct exposure to pre-seed VC
- Led and recruited a cross-disciplinary team to scope and launch new projects each semester, building a stronger pipeline of first-time builders and expanding community visibility.
- Built an accessibility vertical and launched the “Exploring Entrepreneurship” series; helped non-startup majors see entrepreneurship as a career path and grew participation ~4x.

RESEARCH EXPERIENCE

UIUC Astronomy (Prof. Leslie Looney) - Undergraduate Researcher

May 2025–Present

- Process ALMA IRS3B data in CASA (calibration checks, multiscale tclean) to produce continuum/line FITS cubes and moment maps for high-resolution structural analysis.
- Build reproducible imaging pipelines (masking, Briggs/uv-taper choices) and analyze dust–line morphology and gas kinematics to evaluate evidence for the “badminton-birdie” infall pattern.

PROJECTS

Collectiv — AI-Powered Community Shopping (Hackathon Winner)

April 2025

- Built pooled-order delivery MVP in <24h; shared-cart + batch routing reduced per-order cost ~60%.
- Prototyped order parsing, batch grouping, and prompt-based product optimization (Lovable + Adelo).