

A 2nd-year UCLA student double majoring in Design & Cognitive Science. My fascination with Microsoft Word and fonts in 3rd grade led me to self-learn HTML / CSS / JS and graphic design. 10 years later, my passions have grown into a focus on UI / UX, design systems, and product design / strategy:

WORK EXPERIENCE

UCLA Department of Art

Website and Graphic Design Coordinator (Part-Time)

FEB 2024 – PRESENT

Los Angeles, CA

- Updated the UCLA Art website (7000+ monthly views) using HTML/CSS, Liquid/Jekyll, and UX research, improving usability and accessibility while modernizing the visual design.
- Conceptualized and designed 10+ posters and design deliverables for UCLA Art events, galleries, and programs, boosting brand visibility and increasing event turnout, and received commendation from the UCLA Art department.

UCLA Lewis Center for Regional Policy + Institute of Transportation Services

Student Design Assistant (Part-Time)

FEB 2024 – PRESENT

Los Angeles, CA

- Designed posters and marketing materials to support and enhance brand identity at 5+ research symposiums and events, while regularly packaging files and updating other designers to ensure smooth hand-off.
- Formatted 20+ research policy briefs and publications using InDesign, with quantified data via Illustrator, and ensured compliance with ADA accessibility standards; edited and created 10+ video assets for social media.

Coach Art (Nova, Tech for Good)

UI/UX Designer

OCT 2023 – JUN 2024

Los Angeles, CA

- Worked in a team of 2 to update CoachArt's website, transforming and redesigning supply and reimbursement request Google Forms into integrated web pages, reducing processing time by 95%, reducing 1000+ combined hours of admin manual labor.
- Collaborated closely with the CoachArt stakeholder and the developer team to ensure both technical and practical implementation of the solution, iterating on wireframes, low-fi, and hi-fi prototypes to align with the user story and requirements.

UCLA DevX

User Experience Researcher

OCT 2023 – JUN 2024

Los Angeles, CA

- Chosen for the 2023-24 DevX UXR Internship cohort, a selective 6-month program with 15 students focused on user experience research, leading to a UX researcher role at Digtyle in the spring with a focus on UX writing.
- Acquired and applied UX research methods, including competitive analysis, user interviews + surveys, and usability testing. Synthesized results into actionable insights on areas for UX improvement in a case study on Google Calendar.

Creative Labs at UCLA

UI/UX and Brand Designer @ Brallium, Incoming Project Manager @ Swipe-Smart

OCT 2023 – DEC 2023

Los Angeles, CA

- Collaborated in a team of 2 to design an e-commerce website and complete branding for Brallium, a sustainable nipple cover startup, within 8 weeks. Ensured compliance with ADA accessibility standards and developer constraints.
- Conducted competitive analysis and surveys to identify user needs. Developed wireframes, design systems, user personas, high-fidelity prototypes, journey maps, and information architectures to refine user experience.

EDUCATION

University of California, Los Angeles

B.A. Design | Media Arts, B.S. Cognitive Science with Specialization in Computing

JUN 2023 – JUN 2027

3.91 GPA

- **Other Current Involvements:** Student Ambassador for Adobe; Designer at Bruin Advertising & Marketing Team; Event Supervisor for Science Olympiad; UI/UX Officer at Association for Computing Machinery (ACM) at UCLA
- **Past involvements:** UI/UX, Web Development Teams Member at Innovative Design at UCLA

SKILLS & INTERESTS

- **Skills:** Wireframing, competitive analysis, journey maps, user personas, usability testing, digital illustration, visual identity, video editing, Figma, Adobe CC, Github, HTML, CSS, JavaScript, Jekyll, Java, C++
- **Interests:** Digital illustration (@paneerarts on Instagram), building miniatures, crocheting, punch needling, purple, books (@paneersamosa on Goodreads)