

Ananya Mahadi

925-596-4229 | ananya.s.mahadi@gmail.com | ananyamahadi.com | www.linkedin.com/in/ananya-mahadi-479637297

Education

University of California, San Diego

Bachelor of Science in Cognitive Science, Specialization in Design and Interaction

Minor in Entrepreneurship & Technology

GPA: 3.8

Relevant coursework: Cognitive Consequences in Technology, Usability & Information Architecture, Information Visualization, Interaction Design

La Jolla, CA

Sep 2025 - June 2029

Experience

UX Researcher, Client Project: San Diego Coastkeeper

DesignCo at UC San Diego

- Shape website direction for San Diego Coastkeeper through structured research methods, including surveys and usability testing
- Synthesize findings into actionable insights that guide design decisions throughout the project

Remote

June 2026 – Present

Product Advisor

Product Management Club at UC San Diego

- Conduct client outreach and support partnership development, managing client onboarding and communication
- Mentor members interested in product management, design, and development

Hybrid

May 2026 – Present

User Onboarding & Product Research Intern

ThoughtGPS

- Conducted user research and usability testing for the Thought GPS Creator app, identifying key onboarding friction points
- Collaborated with product and UI/UX teams to translate user feedback into practical product improvements

Remote

May 2026 – Aug 2026

Vice President of Design

AI Student Collective at UC San Diego

- Led visual branding and UX design for AI-focused projects and events
- Designed digital content and interfaces communicating AI ethics, applications, and workflows to student audiences

Hybrid

Nov 2025 - June 2026

Projects

Sakura - Pink Tax Alternative Finder App

- Conducted user research (160+ survey responses) and competitive analysis to validate demand for a mobile app helping low-income women identify fair-priced alternatives to gender-marked "pink tax" products
- Designed and prototyped the app in Figma with 3 collaborators, including an item finder, ingredient/price comparison tool, and savings-tracking feature to drive habit change

May 2026

Mental Health America Website Redesign - Design for America at UC San Diego

- Redesigned the Mental Health America website in Figma with a 4-person team, building a consistent grid and spacing system to reduce visual clutter
- Applied human-centered design principles as designated UX Designer; gained hands-on wireframing and prototyping experience

Sep 2025 - Jan 2026

Skills

- Design & Prototyping: Figma, Adobe Creative Cloud, Canva, Prototyping, Wireframing, UI/UX Design, Graphic Design
- Research: User Research, Usability Testing, Survey Design, Competitive Analysis, Data Synthesis
- Technical: Python, Pandas, GitHub, Cursor, Website Building (Wix, Squarespace), AI Tools (Claude, ChatGPT, Gemini)
- Leadership & Collaboration: Project Management, Program Management, Communication, Collaborative Leadership