

# ANUSHA RAMACHANDRAN

arama@ucdavis.edu | (925) 750-3546 | anusharamachandran.com

**Product Designer / UX Designer** — Research-driven designer building clear, structured products from complex problem spaces.

## EDUCATION

University of California, Davis

*B.S. Computational Cognitive Science, Minor in Computer Science | Expected Mar 2026*

**Relevant Coursework:** Human-Computer Interaction, Computational Cognitive Science, Data Structures, Programming Fundamentals

**Certifications:** Google UX Design Certificate

## EXPERIENCE

**Narb - Product Design Intern** | AI Model Comparison Platform

*(Jun 2025 – Sep 2025)*

- Led end-to-end product design for onboarding and core AI comparison features, contributing to a **40% increase in user sign-ups**.
- Explored ideas through sketches, wireframes, and high-fidelity prototypes, iterating based on usability testing and engineering feedback.
- Partnered closely with engineers to ship production-ready features to **500+ active users**.
- Redesigned information architecture and interaction flows, reducing onboarding completion time by **2x**.
- Designed a multi-model comparison interface and maintained a scalable design system in Figma across **15+ screens**.

**ThinkNeuro – UX Research Intern** | Digital Intervention Platform for Opioid Addiction Recovery

*(Jan 2024 – Jul 2024)*

- Synthesized qualitative user research into actionable insights guiding layout, accessibility, and content hierarchy.
- Conducted UX research and usability testing to inform a healthcare-focused web interface.
- Collaborated with interdisciplinary research teams to support evidence-based design decisions.
- Developed research summaries and design recommendations to support clear, user-centered outcomes.

**UC Davis Design Interactive – Fellowship Member**

*(Apr 2023 - Jun 2024)*

- Led design of HABITat, a gamified habit-tracking app for college students, awarded **"Most User-Centered Design"** at the fellowship showcase.
- Conducted user research with 25–35 participants through surveys, interviews, and usability testing; synthesized insights using affinity maps.
- Iterated through 4–6 design cycles, translating research into user flows, wireframes, and interactive Figma prototypes.
- Presented work in weekly critiques and final showcases, incorporating feedback from design peers and mentors.

## PROJECTS

**Neuranote – AI-Powered Notes App**

- Designed an AI-powered note-taking experience focused on helping users organize, connect, and retain information over time.
- Conducted competitive analysis of 5+ tools and user interviews to identify gaps in existing note-taking workflows and mental models.
- Defined personas, journey maps, and information architecture to support sense-making across fragmented notes.
- Iterated from low-fidelity wireframes to high-fidelity prototypes, designing micro-interactions and responsive layouts to reduce cognitive load.

**Spotify Redesign – Data-Driven Listening Experience (Concept Project)**

- Reimagined how users explore and interpret their listening behavior through clearer, more intentional data visualizations.
- Conducted user research and competitive analysis to uncover gaps in Spotify's existing analytics, discovery, and reflection flows.
- Designed dashboard layouts and interaction patterns that surfaced listening trends, preferences, and recommendations at a glance.
- Created user flows, wireframes, and high-fidelity prototypes emphasizing hierarchy, scannability, and interpretability of data.

## SKILLS & TOOLS

**Design:** UI/UX Design, Interaction Design, Visual Design, Design Systems, Wireframing, Prototyping, User Flows, Information Architecture

**Research:** User Interviews, Usability Testing, Surveys, Competitive Analysis, Affinity Mapping, Persona Development, Journey Mapping

**Tools:** Figma, FigJam, Framer, Adobe Creative Suite (Photoshop, XD, Illustrator), Canva, Notion, Miro, Whimsical

**AI & Emerging Tools:** Cursor, Lovable, Galileo AI, v0 by Vercel, Midjourney, Claude, Framer AI, Relume, Builder.io

**Technical:** HTML/CSS, React, TypeScript, Tailwind CSS, Python, SQL, Git