AASTHA AGRAWAL

Designing with purpose, driven by data and users.

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EDUCATION

UMass, Amherst, MA
BS in Computer Science
Minor in Psychology with Public Interest Technology Certificate
Grad. May 2025

Chancellor's Award
Dean's List of Honors

COURSEWORK

Exploring Designs for Chatbots
Human Computer Interaction
Web Development
User Experience Design

SKILLS & TOOLS

Figma | Balsamiq | Sketch
JavaScript | HTML5 | CSS3
Canva | Miro | Tinkercad
PostreSQL | Python | Java

Wireframing / UI Design
User Research
Competitive Analysis
Storyboarding
Usability Testing

CO-CURRICULARS

Public Interest Technology Club,
Founder & President
BUILD UMASS,
UI/UX Designer & Product Manager
Student Alumni Association,
Ambassador
HerCampus, *Content Writer*

CERTIFICATES

Google,
Foundations of User Experience Design

Georgia Tech,
Introduction to User Experience Design

EXPERIENCE

Get Well Soon App, UX Designer & Researcher   Oct - Nov 2024
- Designed and prototyped a mobile health app to streamline recovery support, focusing on usability and accessibility.
- Conducted user research & heuristic evaluations, iterating on wireframes and prototypes to enhance engagement and functionality.
- Developed low- and high-fidelity designs in Figma, refining user flows and interaction patterns based on feedback.

Social Event Planner, UXD & Front-end Dev   Feb - Apr 2024
- Designed and developed a responsive event discovery platform in Figma, enhancing campus club engagement through an intuitive UI.
- Built a dynamic event feed with personalized filtering using JavaScript, React, and Next.js, improving user experience and participation.
- Engineered custom event posts with RSVP functionality, streamlining event management and enabling personalized event interactions.

Amicus Global Inc, Software Analyst   May - Aug 2024
Curtis Bay, MD
- Designed, built, tested, and deployed the Laboratory Information Management System (LIMS).
- Collaborated with clients and business partners to gather requirements and ensure alignment with business objectives.
- Conducted system demos and collected feedback to ensure user needs were met, ultimately executing comprehensive test plans, including User Acceptance Testing (UAT).
- Identified potential challenges and implemented mitigation strategies for smooth system adoption, along with training for end users.

LEADERSHIP EXPERIENCE

New Student Orientation & Transitions
Promoted to Senior Orientation Leader   Nov 2022 - Feb 2024
- Led and mentored a 40-member team, driving collaboration and high-impact student engagement while optimizing onboarding strategies.
- Served as a panelist for 6,000+ students and 2,000 families, delivering key insights to ease their transition into university life.

Orientation & Transitions Leader   Apr 2022 - Nov 2022
- Organized & led 30+ networking events (virtual & in-person), fostering community and ensuring a seamless transition for incoming students.
- Managed social media content, enhancing engagement and providing essential resources to 1,000+ students through Salesforce outreach.