

AASTHA AGRAWAL

UX Designer and Front-end Developer
Designing with purpose, driven by data and users.

<https://aasthasportfolio.framer.website/> | <https://github.com/AasthaAgrawa> | <https://vizzy.com/@aasthaagrawal>

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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

PostgreSQL | 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

JP Morgan Chase & Co.,

Agile Job Stimulation

EXPERIENCE

Get Well Soon App, UX Designer & Researcher

Oct - Nov 2024

Amherst, MA

- Led the design and prototyping of a mobile health app to optimize recovery support, prioritizing 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

Amherst, MA

- Designed and developed a responsive event discovery platform in Figma, enhancing campus club engagement through an intuitive UI.
- Implemented a dynamic event feed with personalized filtering using JavaScript, React, and Next.js, improving user experience.
- Built custom event posts with RSVP functionality, streamlining event management and fostering personalized interactions.

Amicus Global Inc, Software Analyst

May - Aug 2024

Curtis Bay, MD

- Engineered a LIMS that improved data management efficiency by 30%, enhancing overall lab workflows.
- Collaborated with 10+ clients and business partners, to gather requirements and align with business objectives.
- Facilitated system demos and gathered user feedback, leading to iterative improvements and successful adoption.
- Conducted User Acceptance Testing (UAT) on 100+ test cases, identifying and resolving 95% of critical issues before deployment.
- Trained end users, ensuring 100% adoption for smooth onboarding and effective system utilization.

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.