Sasha Khajanchi

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EDUCATION

University of California, Berkeley — Berkeley, CA
Bachelor of Arts in Poltical Economy and Design, GPA 3.5 — *Expected Graduation: May 2027*

Organizations | *Invention Corps (HCD Club), Undergraduate Marketing Association, Cal Lightweight Rowing*

Relevant Coursework | *CS10: Beauty and Joy of Computing, DATA C8: Intro to Data Science,*
ECON 1: Intro to Economics, UGBA 101A: Microeconomics, UGBA 88: Data and Decisions

Awards | *(2nd)GoodNotes Designathon: Designed and pitched AI prototype for student learning reflection*

EXPERIENCE

Design Consultant — Feb 2025 - June 2025
The Women's Building, ICB — *Berkeley, CA*
- Conducted comprehensive UX research across 30+ local tour offerings to identify pain points and opportunities, delivering an tour guide solution that has been successfully deployed and adopted by the organization
- Designed and refined wireframes through 7 iterations in Figma, optimizing word choice for navigation and incorporating consistent visual elements to create a cohesive, personalized user journey that reduced drop-off rates
- Evaluated QR code monetization by comparing persistent vs. dynamic linking options, recommending a hybrid approach based on technical feasibility and revenue tracking needs

Product Design Consultant — Sep 2024 - Dec 2025
EF Coach and Tutors, ICB — *Berkeley, CA*
- Designed full product development cycle from initial sketches through 3D-printed prototypes, iterating rapidly through technical challenges including 3D printing tolerances, LED circuits, and switch controls
- Executed market research and SWOT analysis on 20+ learning tool competitors, conducting 7 user interviews with neurodivergent students to identify 5 critical design pain points
- Led cross-functional collaboration (CEO, Tutors, Engineers) driving alignment on product design

Project Manager for Market Research and Strategy — Sep 2024 - Dec 2024
SIMPLi, Plant Futures Challenge Lab — *Berkeley, CA*
- Spearheaded market research on 20+ food companies in the regenerative agriculture and sustainable agriculture space, identifying investment gaps and product messaging opportunities, and messaging trends
- Managed 100+ consumer surveys and 2 expert interviews; presented 5 strategy recommendations that informed packaging revamp and ensured recommendations were data-driven and aligned with SIMPLi's values.
- Facilitated cross-functional meetings and structured work sessions (with leadership, marketing, program, and engineering teams) to drive alignment and build team connection in a collaborative, low-stress environment

LEADERSHIP

Invention Corps of Berkeley | *Director of Operations/Project Lead* — June 2025 – Present
- Revamped on boarding with a 5-day workshop and 7 week long side projects to strengthen technical design capabilities of new members
- Instituted weekly office hours for mentorship and technical support between experienced and new members

CS Kickstart | *Internal/External Board Member* — May 2025 – Present
- Obtained 7 sponsorships to cover food costs for week-long program serving 100+ underrepresented students

SKILLS

AI Emerging Tech: Claude, Cursor, ChatGPT, Loveable, Gemini, Jupyter Notebooks, Gamma
Technical: Python, STATA, Excel, Data Visualization, Econometrics, Figma, CAD, SQL, Tableau, A/B Testing
Business Strategy: Market Research, SWOT Analysis, Project Management, Cross-Functional Collaboration, Stakeholder Engagement, Process Mapping, AirTable
UX/Design User Research, Wireframing, Prototyping, Usability Testing, Journey Mapping, Persona Development, Interviewing, Surveying