

Azita Balsara

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Education

University of Washington, Seattle

B.S. Computer Science, Paul G. Allen School | 2021-2025

Experience

UX Design Intern

Viata | March 2025 - June 2025

- **Redesigned hotel booking cards**, taking the solution from concept to production and improving click-through rates from 26% to 57%
- **Reimagined product onboarding experience** by diagnosing user pain points and cognitive load issues; applied UX principles to streamline task flows and reduce decision fatigue
- **Owned end-to-end design process** for both projects: from paper wireframes and Figma mockups to production-ready React/TypeScript prototypes
- **Leveraged AI/LLM tools for rapid prototyping** and iteration in a fast-paced startup environment

Software Engineering Intern

Hyperproof | June 2024 - August 2024

- **Fully shipped a feature** that enables users to send proactive notifications to customers about pending compliance actions
- **Led cross-functional syncs** with design and engineering teams, gathering feedback and resolving issues to align implementation with user experience goals
- **Finished project in half the time allocated** and took on additional engineering tasks, demonstrating ability to drive multiple work streams independently
- **Built full-stack solution** using React/TypeScript frontend components, Node and Java backend APIs, validated with comprehensive unit and integration testing

Computer Science Teaching Assistant

University of Washington | March 2023 - March 2024

- **Led weekly review sessions** for 20+ students to practice lecture content and foster community
- **Mentored students through office hours**, adapting teaching approaches to meet diverse student needs
- **Graded exams and assignments**, providing detailed feedback to help students improve their understanding of core concepts

Projects

Study Abroad Web Application

University of Washington | April 2025 - June 2025

- Designed and implemented a mobile-first web app that helps students track their study abroad trips
- Created custom branding, wireframes, and high-fidelity prototypes in Figma
- Implemented with HTML, CSS, JS, React, Firebase

Wildflower Festival Visual Identity

University of Washington | January 2025 - March 2025

- Designed complete visual identity system for a music festival including logo, typography, color palette, iconography, poster, and wayfinding signage
- Conducted competitive analysis, user research, and developed personas to inform design decisions

UW Dorm Community Platform

University of Washington | January 2025 - March 2025

- Designed a mobile app to enhance community engagement within UW dorms for 1,200+ residents
- Conducted UX research including competitive analysis, interviews, surveys, task analysis, paper prototyping, heuristic evaluation

Skills

UX Research

User Interviews · User Testing · Competitor Analysis · User Flow Mapping · Personas · Heuristic Evaluation

UX Design

Wireframing/Prototyping · Responsive Design · User Flows · Information Architecture · Design Systems

Visual Design

Branding · Typography · Iconography · Color Theory · Grid Systems · Poster Design · Wayfinding

Software

Figma · HTML · CSS · JavaScript/TypeScript · React · AI/LLM Tools · Java · Python · C · C++

Other Skills

Rapid Iteration · Cross-functional Collaboration · Teaching · Mentoring & Feedback · Conversational Italian