

Ailani Sato-Lim

Cognitive science and psychology researcher transitioning into UI/UX design. Strong foundation in user research, cognitive modeling, and behavioral insights. Experienced in prototyping and front-end tools with a love of life-centered and ambient design.

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ailanisl.github.io/portfolio/

EDUCATION

University of California, Berkeley

AUG 2021 - May 2025 | 3.977 GPA

BA in Cognitive Science (Honors, specialization in Embodied Cognition), Minor in Buddhist Studies

Phi Beta Kappa, SURF Fellow, Dean's List, Khyentse Foundation Award for Academic Excellence in Buddhist Studies

PROJECTS

Found Object Mobile App UI/ UX Design

MAR-APR 2025

UX Research Team Leader and Sole UI Designer

Design Innovation Studio, UC Berkeley

Mobile app case study that bridges the analog and digital sources of inspiration for creatives

- Collected and analyzed 20+ surveys, conducted 4 user interviews and 7 user tests
- Prototyped 17 screens frames and 8 user flows in Figma
- Led product strategy and managed team tasks + timelines for a team of 4

Tokyo Fish Market Concept Redesign

FEB 2025

UI Designer

Design Innovation Studio, UC Berkeley

Designed a responsive website for a local grocery store in Berkeley based on research with 4 users

- Rebranded and created new logo design
- Created lo-, mid-, and fi-fidelity wireframes for 4 pages

EXPERIENCE

University of California, Berkeley

Jan 2023 - Jan 2024

Children's Psychology Research Assistant

Language and Cognitive Development Lab

Developmental psychology research on children's linguistic understanding of group membership and religious norms.

- Designed experiments/test stimuli based on children's UX research
- Conducted in-person testing and interviews with 4-6 year olds
- Performed detailed data collection, transcription, & data analysis

University of British Columbia

Jan - May 2024

Cognitive Linguistics Research Assistant

MetaNet Metaphor Project

Cognitive linguistics research involving metaphor analysis on the far-right discourse about climate change and COVID-19

- Collected textual data from far-right media and online discussions and categorized metaphors based on religious source frames (e.g., altar, cult, saints, gospel, etc.)
- Analyzed qualitative data based on target and source frame mappings

TOOLS

- Figma
- Adobe Creative Suite
- HTML/CSS
- Javascript
- Python
- SQL
- Git
- Webflow
- Framer
- Wordpress and Jekyll
- Notion
- AI

SKILLS

- User Research
- User Testing
- Prototyping
- Web development
- Design Systems
- Responsive Design
- Accessibility
- Project Management
- CMS platforms
- SEO (Search-engine optimization)
- Information Architecture
- Graphic Design
- Illustration

TRANSFERABLES

- Certified in IRB Ethical Research Conduct and Human and Psychological Research
- Designing cognitive psychology experiments
- Interviewing children and participants
- Working with Qualtrics and formal research survey platforms
- Coding transcriptions, categorizing behaviors
- Scientific writing and presenting findings

LANGUAGES

Japanese (native), Spanish (B1)