HELI BALSARA

hbalsara@berkeley.edu | [LinkedIn](#) | [helibalsara.vercel.app](#) | Berkeley, CA

EDUCATION

University of California, Berkeley — Berkeley, CA
B.A. in Cognitive Science, Minor in Data Science, Certificate in Design Innovation (GPA: 3.83) — Graduation Date: May 2024
Awards: Dean's Honors List Fall 2021, 2022

WORK EXPERIENCE

Pinterest — Berkeley, CA
Product Designer, Contract — September 2023 – December 2023
- Led research synthesis and designed a dual-view system, streamlining pin selection to improve ad-creation flow for new merchants.

Jacobs Institute for Design Innovation — Berkeley, CA
Program & Operations Assistant — August 2023 – Present
- Showcasing Jacobs Hall's creative facilities and equipment to visitors by holding 10 hours of office hours and facilitating tours weekly.
- Integrated a comprehensive form to collect opportunities, streamlining content sourcing and slashing newsletter creation time by 50%.

Helen Will's Neuroscience Institute — Berkeley, CA
Research Assistant — January 2022 – May 2023
- Leveraged Python for statistical analysis to model correlational insights of the reward system in a 2000-trial neuronal macaque data set.
- Maximized precision in inhibitory transcranial magnetic stimulation (TMS) targeting for +20 participants by optimizing MRI scans and utilizing Brainsight neuro-navigation software, driving a detailed analysis of the correlation between inhibition and task performance.
- Conveyed study and payment protocol to 4 participants and screened 7 MRI procedures, ensuring clarity and fostering rapport.

PROJECT EXPERIENCE

Tours by Tenants — Berkeley, CA
UX Researcher & Mobile UI Designer — February 2023 – April 2023
- Designed a mobile app to improve the user journey and time efficiency of searching for housing though 3 iterative design cycles.
- Proposed a research plan, leading to 5 user interviews and quality survey data to reveal customer pain points to guide designs.

Smart Notes — Berkeley, CA
UX Researcher & Product Designer — February 2023 – February 2023
- Conceptualized an AI-driven pen tool to enhance the college learning experience by reducing out-of-class study time in 4 days.
- Transformed 4 methods of user research into actionable insights and designs via personas, journey maps, and an effort/impact matrix.

DigiComfort — Berkeley, CA
UX Researcher & Product Designer — October 2021 – December 2021
- Led 5 usability tests for a customizable wrist brace for digital artists, refining the product based on organized actionable feedback.
- Delivered key design assets such as storyboards, user personas, competitive analysis mid-fidelity prototypes.

ORGANIZATIONS

Design @ Berkeley — Berkeley, CA
President — May 2022 – Present
- Leading a team of 13 officer members to make design more accessible and to host semesterly design-a-thon for 120+ students.
- Directed marketing efforts, resulting in a 20% increase in membership and 15% boost in event attendance from previous semesters.

Cal Archery — Berkeley, CA
Marketing Chair — September 2023 – December 2023
- Crafting social media posts and flyers using Figma, boosting post interactions on Instagram by 31%.

SKILLS & INTERESTS

Skills: UX Research, User Interviews, Contextual Inquiries, User Testing, Wireframing, Prototyping, Product Strategy

Tools: Figma/ Figjam, Qualtrics, Python, HTML/CSS, JavaScript, SQL, R, React.js

Interests: Human-centered Design, Psychology, Accessible/Inclusive Design, Human-Computer Interaction, Photography