HELI BALSARA

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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 Consultant   September 2023 – Present
- Designing an intuitive ad creation flow for small-medium merchants, optimizing the platform for effective marketing.

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.

SmartNotes   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
VP of Community → President   May 2022 – Present
- Guiding the org's mission and leading a team of 13 members across 3 departments to execute campus-wide events and initiatives.
- Driving sponsorship efforts by building relationships with industry leaders and companies to secure sponsors for semesterly events.
- Directed marketing efforts, resulting in a 20% increase in membership and 15% boost in event attendance compared to last semester.

Cal Archery   Berkeley, CA
Public Relations Chair   September 2023 – Present
- Crafting social media posts and flyers using Figma, boosting post interactions on Instagram by 31%.
- Migrating the website to Squarespace from Wordpress to improve user interface and usability, streamlining site management.

SKILLS & INTERESTS

Skills: UX Research, Design Process, Figma/ Figjam, Qualtrics, Python, HTML/CSS, JavaScript, SQL, R, React.js

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