

Pooja Gottepu

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EDUCATION

Degree | University of Washington:
Bachelor of Science, Informatics
Minor in Business Administration

Product-focused Informatics student with strong foundation in metric driven decision making, stakeholder communication and product design experienced in delivering user-informed improvements through cross-functional collaboration

TECHNICAL SKILLS

Programming Languages:
Web Technologies/ Platforms:

Java, R, Python, SQL
Agile/ Scrum, Figma, Git

Relevant Coursework: Project Coordination, Stakeholder Communication, Risk Assessment Computer Security Foundations, Data Structures & Algorithms

EXPERIENCE

Board Member & Website Developer — Women in Informatics May 2025 – Present
University of Washington

- Defined feature priorities and content structure for an 8+ page product serving 40+ active users.
- Synthesized stakeholder feedback to identify accessibility and usability gaps, translating insights into scoped improvements.
- Coordinated execution with a 10+ person cross-functional team, shipping iterative updates on a regular cadence.

Event Coordinator — Design for America Sep 2024 – Jun 2025
University of Washington

- Coordinated 3–4 human-centered design workshops per quarter, engaging 30+ participants to address real-world user problems.
- Partnered with 5–8 designers and campus stakeholders to define problem statements and align on solution goals.
- Facilitated collaborative sessions to synthesize user insights and iterate on solution concepts across multiple design cycles.
- Supported delivery of design outcomes by managing timelines, coordination, and feedback loops across teams.

UX Design Volunteer | Civic Impact Club | Remote May 2025 – Sept 2025

- Partnered with designers and developers to redesign nonprofit websites with a focus on accessibility and user engagement.
- Led 10+ usability testing sessions, identifying navigation pain points and prioritizing improvements based on user impact.
- Produced wireframes and interactive prototypes in Figma to validate product decisions before implementation.

Executive Event Coordinator | The Coding Foundation | Remote June 2023- June 2024

- Planned and delivered Python and Java workshops for **100+ learners**, balancing scope, timelines, and stakeholder needs.
- Coordinated **international hackathons (50+ participants)**, iterating program structure based on participant feedback.
- Served as the primary liaison across mentors, sponsors, and participants to ensure aligned execution and delivery.

TECHNICAL PROJECTS

BitNBites – Location Based Café Discovery App Dec 2025

Independent Project

- Defined MVP scope for a café discovery product using location and user-input data to support real-time decisions.
- Prioritized core user flows (search, filtering, proximity results) to balance usability and technical feasibility.
- Designed backend data flows and APIs to support reliable data retrieval and product workflows.
- Iterated on product decisions by analyzing API reliability issues and user input patterns.

Sage May 2025

University of Washington

- Defined product vision for a community app connecting seniors to local groups and events.
- Prioritized **5 core features** (messaging, event scheduling, journaling, discovery) based on user needs and feasibility constraints.
- Created user flows and prototypes across **6+ screens**, presenting a structured MVP demo and roadmap narrative.

Artificial Intelligence in Mental Health Care — Research Project Sept – Dec 2024

University of Washington

- Analyzed 15+ academic studies on AI-driven mental health tools.
- Evaluated tradeoffs between automated and human-centered care models.
- Generated insights on bias, accessibility, and ethical constraints to inform responsible product decisions.

Edu4All October 2024 – December 2024

University of Washington

- Identified key user needs for underrepresented high school students through research and feedback.
- Designed a **6+ screen platform**, prioritizing accessibility and clear information hierarchy.
- Iterated on features using insights from user reviews to improve navigation clarity and engagement.

Other Experience

Cybersecurity Shadowing Experience — Starbucks Coffee Company

Sept 2023 | Seattle, WA

- Shadowed Starbucks' Cybersecurity team to learn about enterprise security operations.
- Met with the Cybersecurity Executive, Greg Wood and his team to understand threat modeling workflows and compliance requirements.
- Gained exposure to how large organizations manage ethics around privacy, vulnerabilities and evaluate risks at scale.

SKILLS

Critical Thinking
Networking
Communication Skills
Data Analysis

Problem- Solving
Collaboration
Leadership Skills
Programming

