

Raisa Riddhi

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EDUCATION

University of Wisconsin-Madison

Bachelor of Science in Computer Science (Honors)

August 2020 — May 2024

GPA: 3.6/4.0

Courses: UX/UI Design, User Experience Research, Human-Computer Interaction, Software Engineering (Agile project management), Data Structures, Algorithms, Artificial Intelligence, Operating Systems.

EXPERIENCE

UI/UX Intern

June 2023 - August 2023

Spiel LLC

New Haven, Connecticut

- Drove **2500+** user acquisition through strategic market research, project management and guerilla marketing tactics (client outreach, content creation, brand ambassadors, etc.)
- Aided the CTO in refining **user workflows and prototypes**, resolving **15+** critical bugs and several UX improvements collaborating with developers to result in user-experience enhancement.

IT Business Analyst Intern

June 2022 - August 2022

BS InfoTech Inc.

Dhaka, Bangladesh

- Assisted in securing **3** clients generating **\$15,000+** in revenue through creation of **pitch decks**, technical writing, and research enhancing my skills in budget allocation, sales strategy, and CRM through shadowing professionals.
- Collaborated with the IT team to analyze and enhance user interfaces for web and mobile applications, actively involved in **wireframing**, **prototyping**, and **user testing** processes to optimize usability and user satisfaction.

House Fellow/Resident Assistant

August 2021 - Present

UW Housing

Madison, Wisconsin

- Led efforts to enhance residential-lifestyle for **250+** students & staff through obtaining increased funding to create **biweekly residential events**, **safety drills**, and **resource sharing** improving student-life.
- Relayed resources and safety training through clever **infographics**, **club collaborations**, and personal interactions fostering community cohesion to create an inclusive, safe and diverse environment.
- Designed **300+** posters and flyers placed strategically in the building and around campus enhancing resident involvement, offering opportunities for personal growth through daily research and feedback.

PROJECTS

- **[OurHour](#)** (React, Django, SQL, Docker)
OutHour connects students and TAs through a web-application to manage student requests more efficiently.
- **[GigTable](#)** (Miro, Figma, Adobe Suite, iMovie)
GigTable simplifies gig organization, communication, and task management for local musicians and bands resulting in **75%** less time spent on logistics. Created in a team of 3 through ideation, modeling, prototyping, and evaluation phases.

SKILLS & LEADERSHIP

Leadership: **General Secretary** (Bangladeshi Student Organization @ UW-Madison), **HR Manager & Trainer** (UW), **Leadership Certification** (UW Center for Leadership & Involvement)

Skills: Agile Product Management, User & Market Research, UX Modelling, Wireframing, Storyboarding, HCI, Problem-solving, Creativity, Collaboration, Product Usability & Evaluation.

Technologies & Tools: Adobe Creative Suite, Figma, Illustrator, Photoshop, Adobe XD, Agile/Scrum values, React, Miro, Canva, Java, Python, HTML, CSS, JSON, VSCode, Git.