

# Raisa Riddhi

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## EDUCATION

*University of Wisconsin-Madison*

**Bachelor of Science in Computer Science (Honors)**

August 2020 — May 2024

**GPA:** 3.62/4.0    **Dean's List:** Fall 2020, Fall 2021, Spring 2024

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

## EXPERIENCE

**UI/UX Intern**

*June 2023 - August 2023*

*Spiel LLC*

*New Haven, Connecticut*

- Drove **2500+** user acquisitions 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 the 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 - May 2024*

*UW Housing*

*Madison, Wisconsin*

- Led efforts to enhance the residential lifestyle for **250+** students & staff by obtaining increased funding to create biweekly residential events, safety drills, and **resource sharing** improving student life.
- **Designed 300+** posters around campus enhancing involvement and relayed safety training through clever infographics, club collaborations, and interactions fostering an inclusive, safe and diverse environment.

## SELECT PROJECTS

- **OurHour** (React, Django, SQL, Docker)  
OurHour 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.
- **EasyMeals** (Figma, Illustrator)  
EasyMeals is a mobile app with features such as customizable meal calendar, grocery list management, and ingredient-based recipe search, reducing food waste and optimizing meal prep for 200+ college students.

## SKILLS & LEADERSHIP

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

**Technical Tools:** Java, C, Python, HTML, CSS, JS, Microsoft Azure, Amazon Web Services, React, Django, SQL, Docker, VSCode, Git Adobe Creative Suite, Figma, Illustrator, Photoshop, Adobe XD, Agile/Scrum methodologies, Windows Administration, UX Modeling, Wireframing, Storyboarding, HCI, Product Usability & Evaluation