

Sonia Batheja

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EDUCATION

Carnegie Mellon University, Pittsburgh, PA

Expected May 2028 - Dean's List

B.S. in Information Systems and Software Engineering

GPA: 3.8

Relevant Coursework: Fundamentals of Programming, Designing Human-Centered Software, Strategic Decision Making, Microeconomics, Macroeconomics, Multivariable Calculus, Reasoning with Data

PROFESSIONAL EXPERIENCE

CMU Design for America. | User Experience Researcher and Designer

August 2024 - Present

A Group for Designing Solutions for Local Organizations.

- Developed a product management framework derived from Pragmatic Marketing to define requirements, conduct market research, and identify feature list for enhanced matching.
- Conducted independent user research including interviews and surveys leading to improvements like a more intuitive visual organization of information for targeted search.
- Collaborated with stakeholders to refine design strategies, shape the MVP, and enhance user experience.
- Delivered a formal case study highlighting market challenges and user pain points.

Hunterdon Central Regional High School | IT Department Intern

August 2023 - June 2024

Selected from 3000+ students to develop a student data hub for efficient access to educational resources.

- Conducted research, gathered requirements, and designed a user-centered portal incorporating NJ state AI guidelines.
- Designed and iterated prototype student portal, collaborating with IT staff to deliver a functional, user-focused platform. Additionally, the design incorporated the AI guidelines of the schools and the state of New Jersey.

UPENN Innovation Tournament | Human-Centered Design Lead and Founder

July 2023 - August 2023

As a member of Wharton's Summer-long, bracket-structured design program, developed a piezoelectric platform and won the Wharton Innovation competition.

- Engineered a piezoelectric charging platform to address charging constraints, won the Wharton Innovation competition, and presented to UPENN professors and alumni.
- Developed a user-centered MVP prototype using Rhino 3D modeling, laser cutting, and 3D printing, devised cost projections, and refined it for scalability and currently pursuing a Patent.
- Led cross-member team and secured first place in Wharton's Innovation Tournament.

Hexaware Technologies | Metaverse Taskforce Intern

June 2022 - September 2022

A Global IT Services, Products, and Outsourcing Company

- Developed a JavaScript platform to 'build an interactive resume from a 3D-metaverse model of my bedroom' that represents my true self, and redefines recruitment process and candidate evaluation through innovative and creative engagement models. Authored a company-wide paper on the metaverse's strategic potential.

Girl Scouts of America | Team Lead and Curriculum Designer

June 2020 - January 2021

Awarded a national award recognizing a Girl Scout's dedication to creating and implementing a sustainable project that addresses a community need.

- Led the creation of an online learning platform for STEAM education increasing accessibility & participation.
- Led virtual workshops during the pandemic to deliver an engaging, comprehensive curriculum for girls in NJ.

Rutgers University WINLAB | Core Collaborator and Lead Facilitator

June 2020 - August 2020

Responsible for testing the next-generation photo recognition model to improve New York City's pandemic response plans.

- Tested and analyzed a photo recognition model to enhance NYC's COVID-19 pandemic response strategy.
- Creatively, leveraged Uber and Lyft dashcam data and collaborated with the AI team to select the most accurate machine-learning model for social proximity analysis. Analyzed results to identify variances and discrepancies.

SKILLS

Language: Proficient in English, French, and Hindi **Coding:** Java, Python, Rhino, JavaScript, C#, HTML

Technical: Pragmatic Marketing (foundational), Agile/Scrum (foundational), SDLC (foundational), Google Workspace, MS Office, Trello, Figma, Market research, prototyping, user validation, data-driven decision-making, product roadmaps, MVP prioritization, communication, leadership presentations