

Athena Vimal

avimal@ucsd.edu | athenavimal.com | www.linkedin.com/in/athnavimal/ | 720-499-2497

Education

University of California, San Diego

Expected Graduation: June 2028

B.S. Cognitive Science, specializing in Design and Interaction

B.A. Media Industries and Communications

- **Relevant Coursework:** Cognitive Consequences of Technology, Cyborgs Now and in the Future, Promotional Communication, Field Methods: Cognition in the Wild, Introduction to Python, Introduction to Communication
- **In Progress:** Data Science in Practice, Communication and Cultural Practices, Data & AI Industries, Usability and Information Architecture, Introduction to Research Methods, Product Marketing and Management
- **Provost Honors**
- **Design for America UCSD, UX Researcher/Designer**
 - Participant in Design for America's "Intro to Design: Exploration and Action" 10-week exploratory program.
 - Team-based project curriculum to devise UX/UI design and research deliverables for the non-profit, Mental Health America.
 - Low-fi and high-fi screen layouts, design systems, UI flows, aiming to increase usability and prolonged engagement.
 - Conducted survey research to iterate wireframes/prototypes to boost personalization and navigability of site's mental health screening feature using Figma.
- **Alpha Chi Omega Iota Nu Chapter, Alumnae Chair**
 - Prepared media to outreach with Alpha Chi Omega at UCSD's large alumnae chapter (over 600+ members).
 - Developed visually appealing but informative and engaging newsletters, emails, etc. through Canva.
 - Recognized by the Iota Nu chapter for outstanding work in jumpstarting successful communications with its alumnae network.

Work Experience

Design for America UCSD — User Research and Design Consultant — *La Jolla, CA*

Jan 2026 - Present

- Selected out of 250+ applicants to be part of Design for America's 'To Be Designed' 16-week program.
- Developing pro-bono digital design solutions to empower our partner non-profit, ProduceGood, by enhancing their advocacy work.
- Creating high-fidelity research and design deliverables based on partner's goals and stakeholder needs by maintaining constant communication through feedback sessions.

Highlands Ranch Community Association — Guest Services Representative — *Highlands Ranch, CO*

Sep 2022 - Sep 2025

- Performed a variety of administrative and operational duties to meet the needs of ~1,000 daily visitors at the recreational facilities.

Kerala Association of Colorado — Promotional Materials Designer — *Littleton, CO*

Sep 2021 - Aug 2025

(Local Non-Profit)

- Created promotional materials such as flyers, newsletters, brochures and wearable merchandise for the association's 1000+ members, and its various cultural events using Adobe tools.

AveesCo — Founder and Designer — *Highlands Ranch, CO*

Dec 2020 - Sep 2024

(Self-Started Etsy Store)

- Designed brand and its various music themed apparel, marketed through an online Etsy shop using SEO techniques.
- Operated finances and shipping matters.
- Engaged with customers and managed questions, concerns, and feedback.
- Oversaw and made 100+ sales.

Parker Montessori — Graphic and Technological Design Intern — *Parker, CO*

Aug 2023 - Dec 2023

- Made marketing and promotional materials for school crafted to the organization's needs (posters, flyers, newsletters) using Adobe products.
- Resolved technological issues of school documents and educational platforms/tools.
- Streamlined school website interfaces and resources to make them more efficiently navigable.

Skills

- **Technical:** Figma, Figma Make, Adobe Suite, Data/Research Analysis, UX Research (Interviews, Surveys), Research Study Conducting, Wireframing, Prototyping, Microsoft 365, Google Workspace, Python, GitHub, Content Creation, Visual Design.
- **Soft:** Cross-functional Collaboration, Willingness to Learn, Detail-Oriented, Customer Service, Effective Written and Verbal Communication, Problem Solving, Adaptability, Time Management, Knowledge of User-Centered Design and Research principles.

Awards/Accomplishments

Future Business Leaders of America

- National Finalist & State Champion, Graphic Design
- 7th Place, Social Media Strategies

Technology Student Association

- 1st Place, Web Design
- State Qualifier, Children's Stories & Board Game Design

Speech and Debate

- Novice Champion, Domestic Extemporaneous Speech
- 6th Place (Varsity), U.S. Extemporaneous Speech
- 2nd Place, Optimist Oratorical Contest (District Level)