

ATHENA VIMAL

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SUMMARY

UX/UI Designer and Researcher passionate about advancing the relationship of people and technology. Created various forms of media for a variety of organizations and groups, using an innovative and empathetic lens. Committed to continuously learning and integrating today's new technological tools with the core design process.

EDUCATION

University of California, San Diego

June 2028

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

B.A. in Media Industries and Communications

Provost Honors

Member of Alpha Chi Omega, Design Co, Design for America

SKILLS

Technical: Adobe Creative Cloud, Figma, Microsoft Excel, Google Workspace Content Creation (For promotional and social media purposes), Data/Research Analysis, Research Method/Study/Experiment Conducting

Soft: Customer Service, Effective Written and Verbal Communication, Problem Solving, Adaptability, Time Management, Motivated

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EXPERIENCE

IDEA Program Participant

Oct 2025 - Present

Design for America - UCSD Chapter

- Selected to participate in Intro to Design: Exploration and Action 10 week exploratory program.
- Team-based project curriculum with mentorship and workshops to devise UX design and research deliverables for Mental Health America.

Alumnae Chair

Dec 2024 - Present

Alpha Chi Omega - Iota Nu Chapter

- Prepared media to outreach with Alpha Chi Omega at UCSD's large alumnae chapter (over 600+ members).
- Media includes creating visually appealing but informative and engaging newsletters, emails, etc.

Graphic and Technological Design Intern

Aug 2023- Dec 2023

Parker Montessori

- Made marketing and promotional materials for school crafted to 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.

Promotional Materials Designer

Sept 2021 - Aug 2025

Kerala Association of Colorado (Local Non-Profit)

- Designed promotional materials such as flyers, newsletters, brochures and wearable merchandise for the association and its various cultural events using Adobe tools.

Founder and Designer

Dec 2020 - Sept 2024

AveesCo (Self-Started Etsy Store)

- Designed 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.
- Over 100+ Sales.