

# ATHENA VIMAL

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## SUMMARY

Product Manager, UX/UI and Product Designer, Researcher passionate about the intersection of design, education, and technology. Created various digital experiences and creative communicative materials for a variety of organizations and groups. Especially interested in leveraging the impacts of design for education and accessibility.

## 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

## EXPERIENCE

- Set to participate in UCSD's **Figma Make-a-Thon**: a fast-paced design-a-thon using Figma Make to design a solution for a prompt to then pitch to stakeholders. Nov 2025

### 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 and increase its usability and prolonged engagement

### 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).
- Developed visually appealing but informative and engaging newsletters, emails, etc through Canva.

### 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 to make more efficiently navigable.

### Promotional Materials Designer

Sept 2021 - Aug 2025

Kerala Association of Colorado (Local Non-Profit)

- Created 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 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.

## SKILLS

**Technical:** Data/Research Analysis, Figma, Microsoft 365, Adobe Creative Cloud, UX Research (Interviews, Surveys, etc), Wireframing, Prototyping, Google Workspace, Content Creation.

**Soft:** Cross-functional Collaboration, Attention to Detail, Customer Service, Effective Written and Verbal Communication (email correspondence, Slack, etc), Problem Solving, Adaptability, Time Management, Knowledge of User-Centered Design and Research principles,