

ARYAA PATHAK

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Education

University of California, San Diego | La Jolla, CA

Sept 2022 - Jun 2026

Bachelor of Science; Cognitive Science - Design and Interaction, Minor in Business & Marketing

Relevant Coursework | Human Computer Interaction, Design of Everyday Things, Prototyping, Social Computing, Design Communication, Product Marketing & Management

Professional Experience

Product Space @ UC San Diego

Jan 2025 - Jun 2026

Product Design Fellow

- Led end-to-end UX research for an Instagram Highlights collaboration feature: fielded a 25-respondent survey (76% expressed interest in shared stories) and ran a competitive analysis against Snapchat, TikTok, and Facebook to define final feature requirements.
- Ran usability testing within a 3-person team, synthesizing findings into actionable design changes and presenting insights and stakeholder updates across every stage of the fellowship, from early-stage research through final design handoff and review.
- Designed and tested Figma prototypes across three iterations — wireframes to hi-fi — incorporating usability-test feedback into a final design that measurably improved engagement, collaboration, and the overall user experience for every tester involved.

Computer Science and Engineering Society

Jun 2025 - Jun 2026

Vice President of Design

- Directed a full brand redesign and visual identity system for UCSD's largest tech student organization, partnering across engineering, events, and design teams to unify brand identity across web, print, and in-person event experiences campus-wide each quarter.
- Designed logo and brand identity assets for three external clients — Webclicker++, Paesani MBX, and Lakewood Heating & Air Conditioning.
- Served as project manager on three client design projects — Big Strategy Labs, a lab-equipment rental platform, and Runaway — leading teams of 1-2 designers, translating client requirements into specs, and delivering full Figma prototypes handed off to developers.

Desi Dance Network Incorporated

Jul 2024 - Jul 2026

National Public Relations & Brand Strategy Lead

- Own brand identity, account strategy, and PR across TikTok (16.5K+) and Instagram (18K+), reaching 40K+ organic views nationwide.
- Led project management for a featured brand partnership with Hasan Minhaj's team, owning timelines, deliverables, and cross-functional coordination to secure a high-visibility placement that expanded the organization's national brand credibility and reach.
- Manage public-facing messaging for a national dance competition circuit, safeguarding a consistent brand voice across all chapters and platforms.

Junior Creative Project Manager

- Owned the partnership roadmap for cross-brand collaborations with Indian Urban and Daarui Desi, coordinating deliverables, timelines, and creative approvals across both teams to keep every joint campaign on schedule and on-brand throughout the partnership.
- Managed the end-to-end production pipeline — ideation through publishing and analytics — establishing brand-consistency standards and cross-chapter workflows that were adopted across all 15+ chapters nationally, meaningfully improving turnaround time and consistency.
- Coordinated cross-functional resources — designers, videographers, and chapter leads — to keep deliverables on schedule and on-brand.

UCSD Bookstore

Jul 2025 - Jun 2026

Marketing and Social Media Manager

- Owned platform strategy and campaign roadmap for the bookstore's marketing channels, growing audience reach 20.5% (to 1.7K+ followers) through iterative testing of posting timing, format, and platform-specific tactics across Instagram and its Reels feature over time.
- Directed seasonal campaign planning and execution, translating trend research and audience-behavior data into a prioritized roadmap across platforms, formats, and posting cadence, while coordinating launch timing directly with campus retail promotion cycles.
- Ran a continuous analytics feedback loop (engagement rate, reach, retention) to prioritize what to test next, maximizing ROI across every seasonal campaign, product launch, and cross-team promotional push throughout the full academic calendar year.

Skills & Certifications

Product & UX Design: User research, competitive analysis, wireframing, prototyping, usability testing

Brand & Visual Design: Brand identity systems, style guides, visual design, typography, Photoshop, Illustrator, Procreate, Canva

Project Management: Requirements gathering, timeline and deliverable ownership, cross-functional team leadership, client communication, stakeholder management

Tools: Figma, Figma AI, Claude Design, Photoshop, Illustrator, Procreate, Canva

Google UX Design Certificate: In Process

Project Experience

TritonPark | Product Space @ UC San Diego Capstone Project

Apr 2025

- Served as Product Designer on a 3-person team (PM, PMM, PD) designing TritonPark, a UCSD parking app, running a 37-respondent survey and 10 live interviews that surfaced key pain points around finding available campus parking each day of the school week.
- Led affinity mapping and branding, translating findings — 91.9% of respondents had been late due to parking, 78.4% didn't know the UCSD app offered parking info — into a defined feature set and information architecture for the entire product.
- Designed wireframes through low- and high-fidelity screens, delivering a final clickable prototype with real-time spot availability tracking, permit purchasing, and campus-wide navigation to the nearest available lot or parking structure on campus.

Farmer's Market Kiosk | DSGN 100

Mar 2025

- Served as Designer on a 4-person team, running affinity mapping, user interviews, persona development, and secondary research into competing apps like GrownBy and Farm Finder to identify unmet needs among shoppers and vendors alike.
- Designed a physical kiosk product and companion clickable prototype — storyboarded through low- and high-fidelity screens — solving a gap identified in the competitive landscape: no existing solution built specifically for in-person farmers markets.
- Presented the final kiosk at a UCSD startup showcase, winning a spot in The Basement, UCSD's student startup incubator, on the strength of the physical prototype, design system, and market research that validated the concept and pitch.