

ANVITHA GOLI

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EDUCATION

University of California, Santa Cruz

Sep 2025 - Dec 2026

M.S. Human Computer Interaction

Relevant Coursework: Visual Design for User Interfaces

University of California, San Diego

Sep 2021 - Jun 2024

B.S. Cognitive Science with a specialization in Design & Interaction, Minor in Psychology

Relevant Coursework: Human-Computer Interaction Design, Prototyping, Advanced Interaction Design

EXPERIENCE

Lead UX Researcher

Sep 2025 – Present

Bosmos

- Interpreted research from 10 interns and transformed findings into prioritized, actionable recommendations for leadership and product teams, directly improving onboarding flows, user clarification, and overall navigation
- Created a user-facing homepage checklist to guide new users through onboarding and navigation, outlining key first steps on the platform and drafting clear, accessible text to improve clarity and ease of use
- Established metrics and frameworks to evaluate onboarding effectiveness, guiding iterative improvements to enhance user experience

UX Research Intern

Oct 2024 – Mar 2025

Bosmos

- Delivered in-depth competitive analyses on pricing models, product offerings, and value propositions, identifying gaps that positioned the company for stronger market differentiation
- Collaborated with 5+ stakeholders to refine pricing strategies, aligning them with user needs and industry benchmarks to improve competitive positioning
- Produced 10+ user flows, wireframes, and interactive prototypes for a Conversational AI platform, prioritizing accessibility and usability best practices to enhance user engagement
- Reviewed and interpreted insights from 20+ user interviews, applying thematic analysis to uncover key patterns and transform them into actionable product strategies

PROJECTS

Spotify's Musical Moment

- Conducted 15+ user interviews and a competitive analysis to uncover user motivations and pain points in music-sharing extensions
- Designed and tested low- to high-fidelity prototypes in Figma, conducting 3 rounds of usability studies to refine visuals, enhance usability, and establish a cohesive brand identity

FamSync

- Developed problem statements and pain points from user research, and ran unmoderated usability tests with 5 users to synthesize insights and inform design decisions
- Built storyboards, wireframes, and prototypes in Figma, applying visual design principles to produce high-fidelity mockups that improved usability and accessibility

TECHNICAL SKILLS

Research: Qualitative Research, Quantitative Research, User Interviews, Usability Testing, User Personas, Affinity Diagrams, A/B Testing, User Journey Mapping, Card Sort, Heuristic Analysis, Competitive Analysis

Design: Figma, Adobe Photoshop, Sketch, Procreate, Inkscape, Wireframes, Prototyping, Mockups, User Flows, Information Architecture, Desktop/Mobile, Conversational AI, Logos

CERTIFICATIONS

- Google UX Design Certificate