

ANVITHA GOLI

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EDUCATION

University of California, Santa Cruz

Expected Dec 2026

M.S. Human Computer Interaction

Relevant Coursework: Trustworthy Online Experiments, Visual Design for User Interfaces

University of California, San Diego

Sep 2021 - Jun 2024

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

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

EXPERIENCE

Research Assistant

Oct 2025 – Present

Baskin Engineering

- Conducted 20+ qualitative user interviews (pre- and post-study) to understand how participants collaboratively interpret and discuss personal data
- Synthesized interview findings through thematic analysis to identify recurring patterns in user collaboration, informing potential design strategies
- Supported end-to-end research execution by managing participant recruitment, study logistics, and protocol adherence to ensure high-quality data
- Performed literature reviews to ground research questions and contextualize findings within existing HCI and data-reflection research

Lead UX Researcher

Sep 2025 – Present

Bosmos

- Designed and executed multi-phase qualitative and quantitative studies informing onboarding flows and product clarity
- Synthesized insights from usability testing, surveys, interviews, and A/B experiments into actionable recommendations that directly informed product and business strategy
- Designed evaluation frameworks to measure the impact of design interventions, supporting data-driven iteration and optimization of user flows
- Drove the creation and rollout of a user-facing onboarding checklist, increasing completion rates by 10% by translating research insights into clear, scalable design solutions

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
- Reviewed and interpreted insights from 20+ user interviews, applying thematic analysis to uncover key patterns and inform early-stage product strategy
- Designed and analyzed large-scale surveys to capture user sentiment and preferences, translating results into visual research narratives
- Produced 10+ user flows, wireframes, and interactive prototypes for a Conversational AI platform, prioritizing accessibility and usability best practices to enhance user engagement

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, Logos

Skills: Conversational AI, Python, Java, HTML, React

CERTIFICATIONS

- Google UX Design Certificate