

ANVITHA GOLI

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EDUCATION

University of California, Santa Cruz <i>M.S. Human Computer Interaction</i> Relevant Coursework: Trustworthy Online Experiments, Visual Design for User Interfaces	Expected Dec 2026
University of California, San Diego <i>B.S. Cognitive Science with a specialization in Design & Interaction</i> Relevant Coursework: Human-Computer Interaction Design, Prototyping, Advanced Interaction Design	Sep 2021 - Jun 2024

EXPERIENCE

Research Assistant Baskin Engineering	Oct 2025 – Present
<ul style="list-style-type: none">Conducted 20+ qualitative user interviews (pre- and post-study) to understand how participants collaboratively interpret and discuss personal dataSynthesized interview findings through thematic analysis to identify recurring patterns in user collaboration, informing potential design strategiesSupported end-to-end research execution by managing participant recruitment, study logistics, and protocol adherence to ensure high-quality dataPerformed literature reviews to ground research questions and contextualize findings within existing HCI and data-reflection research	
Lead UX Researcher Bosmos	Sep 2025 – Present
<ul style="list-style-type: none">Designed and executed multi-phase qualitative and quantitative studies informing onboarding flows and product claritySynthesized insights from usability testing, surveys, interviews, and A/B experiments into actionable recommendations that directly informed product and business strategyDesigned evaluation frameworks to measure the impact of design interventions, supporting data-driven iteration and optimization of user flowsDrove 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 Bosmos	Oct 2024 – Mar 2025
<ul style="list-style-type: none">Delivered in-depth competitive analyses on pricing models, product offerings, and value propositions, identifying gaps that positioned the company for stronger market differentiationReviewed and interpreted insights from 20+ user interviews, applying thematic analysis to uncover key patterns and inform early-stage product strategyDesigned and analyzed large-scale surveys to capture user sentiment and preferences, translating results into visual research narrativesProduced 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