

INDIRA ABHYANKER

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ABOUT ME

[Portfolio](#) ↗ • [LinkedIn](#) ↗

With a curious and optimistic mindset, I aim to bring ideas to life by crafting elegant and engaging user experiences.

EDUCATION

University of Southern California – *Los Angeles, CA*
Expected Graduation: May 2025

- B.S. in Business + Product Design
- Dean's List / 3.84 GPA

WORK EXPERIENCE

Product Design Intern, [SOSHE Beauty](#) ↗ – *Los Angeles, CA*

Mar '23–Present

- Develop and execute design strategy to enhance e-commerce experience.
- Built landing page for Peptide Lip Balm launch and generated 5:1 return on ad spend, achieving metrics set out by company.

Executive Board, [Innovative Design @ USC](#) ↗ – *Los Angeles, CA*

Jan '23–Present

- Work with marketing team to build the brand identity for the club.
- Create internal graphics and develop club marketing plan.

Product Designer, [Nora](#) ↗ – *Los Angeles, CA*

Mar '23–Jun '23

- Worked with clients to fully design a music streaming mobile application that connects artists and listeners.

Artificial Intelligence Intern, [Trademarkia.AI](#) ↗ – *Mountain View, CA*

Apr '23–Jun '23

- Collaborated with a team of interns in creating UX for legal advice large language model using PACER data and utilizing OpenAI API.

Product Designer & Co-Founder, [Puddle](#) ↗ – *Los Angeles, CA*

Aug '22–Dec '22

- Led the end-to-end design process of a fin-tech mobile application using input from co-founders during USC's 10-week product incubator, LavaLab.
- Gathered market research, mapped user flow, and built prototype in Figma.

Small Business Owner, [Diradraws](#) ↗ – *Cupertino, CA*

Apr '20–Apr '22

- Created personal and commercial digital art commissions.
- Attracted 30+ clients and \$3000 of dollars of revenue while in high school.

SKILLS & INTERESTS

Hard Skills: Figma, Sketch, Adobe Creative Cloud, Procreate, Xcode, Blender, HTML, CSS, Javascript

Soft Skills: Resourcefulness, Adaptability, Teamwork, Creativity, Conflict Resolution

Hobbies: Digital Art, Golf, Animation, Basketball, Thrifting, Video-editing