

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 2026

- B.S. in Business + Product Design
- Dean's List / GPA 3.81

WORK EXPERIENCE

- Digital Product Design Intern, Procter & Gamble (P&G)** – *Cincinnati, OH* **May 2024–Aug 2024**
- Developed and executed design strategies for Bounty, Charmin, and Puffs across website and app design, packaging, and user research.
 - Created the first case study of a new AI tool for P&G Design, presenting insights and recommendations to the VP of Charmin.
- Product Design Intern, SOSHE Beauty** ↗ – *Los Angeles, CA* **Mar 2023–May 2024**
- Met with the co-founders to develop design strategy and execute on projects including evaluating customer behavior on the site, redesigning pages to increase sales, and creating marketing materials.
- Product Designer, Nora** ↗ – *Los Angeles, CA* **Mar 2023–Jun 2023**
- 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 2023–Jun 2023**
- 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 2022–Dec 2022**
- 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.

SKILLS & INTERESTS

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

Soft Skills: Resourcefulness, Adaptability, Teamwork, Creativity, Self-motivation

Hobbies: [Digital Art](#) ↗, Golf, [Photography](#) ↗, Pickleball, Thrifting, Video-editing