INDIRA ABHYANKER

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ABOUT ME

Portfolio 7 • LinkedIn 7

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

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- 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, <u>SOSHE Beauty</u> – Los Angeles, CA

• 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, <u>Nora</u> – Los Angeles, CA

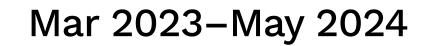
• Worked with clients to fully design a music streaming mobile application that connects artists and listeners.

Artificial Intelligence Intern, <u>Trademarkia.Al</u> – Mountain View, CA

• 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, <u>Puddle 7</u> – Los Angeles, CA

• 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.



Mar 2023–Jun 2023

Apr 2023–Jun 2023

Aug 2022–Dec 2022

• 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: <u>Digital Art</u>, Golf, <u>Photography</u>, Pickleball, Thrifting, Video-editing

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