Anika Bhagavatula
Product Designer

anikabhagavatula.com
linkedin.com/in/anikabhagavatula
anikabhagavatula@berkeley.edu
203–856–0208

Professional Experience

Hybrid Ecologies Lab + The BMW Group / Design Researcher
Berkeley, CA October 2025 – Present

Designed data–driven in–car experiences that adapt to sensor inputs including camera feeds, ambient audio, and GPS. Conducted user research and scenario testing to refine interaction models for rider experience. Collaborated with BMW researchers to align research focus and translate design concepts into physical prototypes.

Quantframe / Product Design Intern
New York, NY June 2025 – August 2025

Designed a modular quantitative market trading platform integrating **3 AI tools**, improving strategy and portfolio analysis. Created interactive wireframes and prototypes for customizable interfaces for independent traders. Produced **200+** actionable trading insights by optimizing visualization of performance signals, integrating OpenAI and Backtrader.

CMU Augmented Perception Lab + Meta / UX Intern
Pittsburgh, PA May 2024 – December 2024

Partnered with researchers and engineers at Meta Reality Labs to refine interaction design for mixed–reality environments. Designed and iterated a **5–agent** adaptive UI system for Meta Quest, translating LLM outputs into spatial interface layouts. Prototyped over **800 generative layouts** of app widgets in Python to test contextual optimization of AR interfaces.

Xometry / Frontend Development Intern
New York, NY June 2023 – August 2023

Implemented **14+** Figma design flows into React for an AI–powered Request–for–Quote module serving **2,000+ clients**. Collaborated with PMs and designers to refine interaction patterns across the form, overview, and partner table features. Modernized UI components from JavaScript to TypeScript, improving scalability and reducing design–to–code errors.

Projects

CoachPro / Product Design
March 2025 — Present

Designed a mobile platform for Mitchell Frank Tennis Academy, streamlining scheduling, payments, and performance tracking for over **150 users** across 6 youth training programs. Prioritized feature usability and efficiency for coaches, parents, and athletes.

Community Living and Support Services / Product Design
January 2025 — May 2025

Developed an information tool for staff in the Structured Day Program to support **15** participants recovering from traumatic brain injuries, streamlining individualized care through centralized progress tracking and activity preparation.

NO BORDERS SHOP / UX Research & UX Design
July 2024 – September 2024

Led end–to–end product design of a mobile app promoting ethical fashion by highlighting Indian artisan craftsmanship. Conducted user research, prototyping, and iterative testing to refine core user journeys and market fit.

Education

University of California, Berkeley
Berkeley, CA
Master of Information Management and Systems
Expected May 2027

Carnegie Mellon University
Pittsburgh, PA
Bachelor of Science in Human–Computer Interaction (HCI) and Computational Neuroscience
May 2025

Relevant Coursework:
Interaction Design Studio
User–Centered Research and Evaluation
Programming Usable Interfaces
Design of AI Products and Services
Principles of Imperative Computation
User Experience Design
Storytelling for User Experience
Cognitive Psychology

Activities & Leadership

CMU Swartz Center for Entrepreneurship
Founder | Kaiya (Spring 2024)
January 2022 – May 2025

Led an AI–powered fashion marketplace startup pitch and market strategy to bridge designers and industry buyers.

Lunar Gala
Solo Designer
September 2023 – March 2025

Designed and constructed two 5–look collections for Pittsburgh's largest fashion show with **1200+ attendees** annually.

Skills

Design

Figma, Sketches, Prototypes, Wireframes, Low–High Fidelity Mockups, User Flows, Design Sprints, Design Systems

User Research

Affinity Diagrams, Concept Maps, Usabilty Testing, Interviews, Personas, Surveys, Task Flows

Programming

JavaScript, HTML, CSS, TypeScript, React, Python, C, R, MATLAB