

ANANYA RAJORA

(607) 262-7978 • ananyarajora0108@gmail.com • [LinkedIn](#) • [Portfolio](#) • New York, USA

SUMMARY

UX/Product Designer with **2+ years** delivering **end-to-end, human-centered design** across social platforms, B2B SaaS, and consumer products, including **AI products**. Works **AI-native**: designs core screens, components, and information architecture first, then directs tools like **Figma Make** and **Claude Code** to generate variants, states, and working builds, so iteration moves faster without lowering the **craft bar**. Grounded in **user research**, **design systems**, **accessibility (WCAG)**, and **cross-functional collaboration**.

EXPERIENCE

4um (Social Platform): UX Designer

May 2026 – Present

- Audited a user-owned social platform and its **FilmReel** (film) vertical end-to-end, uncovering **21 usability issues** in a severity-prioritized report that set the redesign roadmap around the highest-impact usability breakdowns
- Rebuilt **14+ screens** by designing the first-pass layouts, core components, and **information architecture** myself, then directing **Figma Make** to generate **component states, responsive variants, and visual refinements** on that base, resolving **12+ of 21 audited issues**
- Designed **AudioStation** (music streaming), **Gallery** (art) from scratch, and **completely redesigned FilmReel** (film): benchmarked **Spotify** and **SoundCloud**, built full **IA and navigation** with a **visual identity distinct from competitors** across **5+ screens** each

Cornell Engineering: AI UX Designer

Jan 2026 – May 2026

- Built an **end-to-end AI news pipeline** with **GPT-powered scoring** across **150,000+ sources** and a daily **n8n automation**, developed with **Claude Code**, replacing a **manual editorial process entirely**
- Designed the **editorial review dashboard** where the marketing team screens AI-scored stories, defining its **information architecture** and approval flow and communicating decisions through **wireframes, prototypes, and design reviews, shipped to production**

Almpower.org (B2B SaaS): UX Designer

Aug 2025 – Jan 2026

- Conducted **3 co-design workshops** and **3 usability tests** with end users and Speech Language Pathologists to surface **6 validated pain points**, synthesizing **qualitative research** into **2 personas** and a prioritized opportunity map so that sprint decisions were grounded in user evidence, **improving task SUS scores from 60 to 90+** across all key user flows shipped and delivered to production
- Architected end-to-end **information architecture, user flows**, and **3+ high-fidelity Figma prototypes** for **feature design** across a web dashboard and Zoom plugin, iterating on **product requirements** and stakeholder feedback to **reduce onboarding friction by 40%** and ship a **developer-ready handoff** that accelerated **engineering velocity**
- Created a reusable **AI research workflow**, a prompt loaded with project context reused across **3 workshops and 3 usability tests** to synthesize transcripts into findings, feeding a shared **user insights repository** and **design system** that kept all product surfaces consistent

Obbserv O+ (B2B SaaS): UX Researcher

Nov 2024 – May 2025

- Evaluated site usability through **heuristic analysis** and **competitive analysis of 5+ platforms** to diagnose **26 navigation and interaction breakdowns**, consolidating findings into a severity-prioritized report driving a **full website redesign** improving **conversion and retention**
- Collaborated **cross-functionally** with product managers and engineers in **agile sprints** to prioritize issues by user impact and business goals, ensuring every **design system** change supported **accessibility (WCAG)** and a more intuitive, seamless user journey

Decklar / Roambee (B2B SaaS): UI/UX Engineer

Jan 2023 – Jul 2023

- Crafted a **responsive** analytical newsletter interface by defining **information architecture** and **visual hierarchy** to translate complex shipment and financial data into scannable layouts, presenting to the CEO and VP to secure alignment and **ship to production** successfully
- Contributed **5–6 reusable components** to a scalable **design system** and **component library**, collaborating with engineers on **developer handoff** and performing **design QA** and **cross-platform testing** so that visual consistency was enforced and design debt reduced

UX DESIGN & RESEARCH PROJECTS

MoodSpace Social Platform: Figma, HTML/CSS, AI Tools

Jan 2026 – Mar 2026

- Led **12+ user interviews** and **design thinking** workshops to surface **8+ insights** via **thematic analysis, empathy mapping**, and **journey mapping**, framing the design opportunity so that every **interaction design** decision was grounded in validated user needs
- Translated research into **storyboards, Figma prototypes**, and a working **HTML/CSS build made with Claude Code**, so that **usability testing** confirmed a **58% reduction in friction** across a **mobile-first** product

Personalized Skincare Routine Management: Figma, Figma AI

Aug 2025 – Dec 2025

- Performed **10 contextual interviews** to uncover **20+ usability issues**, translating findings through **affinity mapping** and **persona development** into a prioritized design roadmap so that every design decision was grounded in real user behavior, needs, and goals
- Developed a complete **visual design system** with color, **typography**, hierarchy, and reusable components, prototyping **10+ high-fidelity Figma screens** and iterating across **A/B testing** rounds so that **task success rates improved up to 70%** on key user flows

Equitable Food Access for Older Adults: Figma, React, HTML/CSS

Aug 2025 – Dec 2025

- Executed **mixed-methods research (6+ interviews, 3+ surveys)** with older adults and food access services to expose systemic **accessibility** gaps and build a **service blueprint**, producing **data-driven insights** so that product strategy was grounded in lived community experience
- Ran **3–4 rapid prototype-and-test cycles** driving **4–6 validated design changes**, tracking **success metrics** on an accessible **responsive React build made with Claude Code** so that **task flow clarity improved for hundreds of older adults**

EDUCATION

Cornell University: Masters in Information Science, HCI Concentration

May 2026 | New York, USA

Maynooth University: BS Computer Science and Software Engineering, First Class Honours

Sep 2024 | Maynooth, Ireland

Certifications: Lloyds Banking Group UX Design Introduction

Jun 2025

SKILLS

UX/Product Design: End-to-End Product Design, User-Centered Design, Design Thinking, Interaction & Visual Design, Design Systems & Component Libraries, Information Architecture, User Flows, Wireframing, Storyboarding, Rapid Prototyping, High-Fidelity Mockups, Responsive & Mobile-First Design, iOS & Android App Design, Typography, Micro-interactions, Accessibility (WCAG) & Inclusive Design, UX Writing, Developer Handoff, Design QA, Systems Thinking, Design Strategy, Agile/Scrum

UX Research: Usability & A/B Testing, Qualitative & Quantitative Methods, User & Stakeholder Interviews, Contextual Inquiry, Survey Design, Heuristic Evaluation, Thematic Analysis, Affinity & Empathy Mapping, Journey Mapping, Personas, Competitive Analysis, Research Synthesis, Data-Driven Design, Success Metrics, Experimentation, Analytics

AI-Native Workflow: Claude Code, Figma Make, Figma AI, Lovable, Claude, ChatGPT, n8n Automation, AI-Assisted Prototyping | Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator), Miro, Sketch, Optimizely, Google Analytics, Git | Code: HTML/CSS, JavaScript, React, Python, R, SQL

Strengths: Cross-Functional Collaboration, Stakeholder Management, Design Critiques, Problem-Solving, Ownership, Adaptability