Ananya Malde

ananyamalde.design | ananyam@stanford.edu | linkedin.com/in/ananyamalde

Education

Stanford University — B.S. in Design (AI + Digital UX)

Minor in Computer Science and Art Practice | GPA: 3.9/4.0 | Expected 2029

Coursework: Programming Methodology & Abstractions, Data Structures & Algorithms, Discrete Mathematics, Calculus, Human-Centered Product Design, Ethics of Design

Experience

Project Pragati — Founder

Apr 2020 - Present

Designed a multilingual menstrual education curriculum through user interviews and community feedback, iterating materials for different literacy levels and cultural contexts. Coordinated distribution of **300,000+** sanitary products to **15,000+ girls** in rural India, raising **$16K+**; featured on NBC, CNN, and NDTV and presented at the United Nations in NYC.

Cordana Ecosystem — Product Design Intern

Jan 2024 - Jul 2024

Translated clinical research findings into patient-facing product requirements for an early-stage digital nutrition startup, working across research and product teams. Mapped patient journeys and early interaction flows to inform the company's early UX strategy.

She's The First — Designer of Beyond Bleeding

Jan 2024 - Dec 2025

Created illustrations, layouts, and visual storytelling assets for an educational zine on menstruation and an accompanying mentorship guide. Took the zine from concept to print, reaching **150,000** individuals across She's The First socials.

Projects

Closet Crush — iOS App Design

Apr 2026 - May 2026

Designed a high-fidelity peer-to-peer clothing borrowing app, using interviews and usability testing with students to identify visibility, logistics, and trust as the primary barriers to borrowing. Modeled the experience after familiar online shopping patterns, adding occasion-based filtering, one-tap handoff coordination, and friend-group scoping based on user feedback.

Grow with the Flow — Video Game Design, High Fidelity Figma Prototype

Mar 2026 - Apr 2026

Designed and illustrated a fully working interactive Figma game prototype that teaches emotional wellness through a plant-care metaphor. Created original 16-bit illustrations, animations, and interaction flows within an accessible visual system that makes mental health concepts approachable.

Equipment Hubs @ Stanford — UX Research, Figma Prototype

Nov 2025 - Dec 2025

Conducted user interviews and workflow mapping to identify barriers to spontaneous sports participation, then iterated high-fidelity Figma prototypes for equipment checkout, court availability, and player coordination. Designed NFC student ID checkout, live activity feeds, and subscription-based court alerts, tested with 40 students.

Activities

Stanford Management Group — Product Consultant

Oct 2026 - Present

Stanford's top undergraduate consulting talent, tackling real client challenges at Google, Microsoft, Spotify, and more

Stanford Society of Women Engineers — Design Intern

Oct 2026 - Present

Design merchandise and enforce brand consistency across club materials as part of SWE's Communications team.

Additional

Skills

Design: Figma, Procreate, Adobe Creative Suite, UX Research, Wireframing, Prototyping, Usability Testing, Illustration

Technical: Python, C++, Claude Code, Lovable, OOP, PyCharm, QT Creator, VS Code, Git

Recognition

RISE Global Finalist 2024 (top 2% of 25,000)
Pramerica Emerging Visionary (top 1.04% in India for social impact);
IB Global Youth Action Fund Winner ($3,000 grant)