

# Ananya Malde

Stanford, CA

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## EDUCATION

### Stanford University

B.S. in Design and Computer Science; GPA: 3.9/4.0

Stanford, CA

Expected 2029

- **Relevant Coursework:** Programming Methodology & Abstractions, Data Structures & Algorithms, Calculus, Visual Thinking

### Neev Academy

International Baccalaureate Diploma; GPA: 42/45, SAT: 1570/1600

Bangalore, India

2025

## EXPERIENCE

### Project Pragati | Founder

Apr 2020 – Present

- Designed a multilingual menstrual education curriculum using user interviews and community feedback
- Coordinated distribution of 300,000+ sanitary products to 15,000+ girls in rural India, raising over \$16K USD
- Applied human-centered design principles to iterate educational materials for different literacy levels and cultural contexts
- Featured on NBC, CNN, NDTV, & more; presented at the United Nations in NYC

### Cordana Ecosystem | Product and Research Intern

Jan 2024 – Jul 2024

- Translated clinical research findings into user-facing product requirements for a digital nutrition platform
- Worked across research and product teams to translate clinical needs into patient-facing product experiences
- Mapped patient journeys and early interaction flows to inform the startup's UX strategy

### Purdue University (Chopra Lab) | Researcher

Jun 2024 – Dec 2024

- Conducted literature reviews and computational biology research on lipid droplet function in neuro-degeneration
- Wrote Python scripts to automate literature review workflows and organize data
- Redesigned data architecture for large-scale lipidomic datasets, improving information retrieval speed and reducing complexity

### She's The First – Girl Activist Fellowship | Co-Author of Beyond Bleeding

Jan 2024 – Dec 2025

- Created illustrations, layouts, and visual storytelling assets for educational zine on menstruation & accompanying mentorship guide, taking the zine from concept to print

## PROJECTS

### Equipment Hubs @ Stanford | UX Research, Mobile App

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 end-to-end interaction flows for NFC student ID checkout, live activity feeds, and subscription-based court alerts, prioritizing intuitive navigation based on existing campus habits, tested with 40 students

### Closet Crush | iOS App Prototype

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 borrowing experience after familiar online shopping patterns to reduce learning curve, incorporating occasion-based filtering, one-tap handoff coordination, and friend-group scoping based on user feedback

### Grow with the Flow | Interactive Game Design

Mar 2026 – Apr 2026

- Designed and illustrated a fully working interactive Figma game prototype that teaches emotional wellness through a plant-care metaphor, translating behavioral design principles into an engaging learning experience
- Created original 16-bit illustrations, animations, and interaction flows while developing an accessible visual system that made mental health concepts feel approachable and intuitive

## SKILLS

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

**Technical / Dev Tools:** Python, C++, OOP, PyCharm, QT Creator, VS Code, Git

## AWARDS

**RISE Global Finalist 2024:** Top 2% of 25,000 applicants

**Pramerica Emerging Visionary:** Top 1.04% in India for exemplary social impact

**IB Global Youth Action Fund Winner:** \$3000 grant from the International Baccalaureate