

Aishi Dua

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EDUCATION

Duke University

August 2025 – December 2026

M. Eng in Design and Technology Innovation

University of Illinois Urbana – Champaign

August 2022 - May 2025

B.S. in Information Sciences – HCI/UX Design, Minor in Psychology

GPA: 3.81/4.0

WORK EXPERIENCE

24 and Up, Design Intern

Jan 2026 - Present

- Executing end-to-end UX and product design changes of **2+ early-stage AI startups** to prepare digital products for market launch.
- Developing and refining user interfaces using **React and Next.js**, ensuring high-fidelity designs are translated accurately into responsive web applications.
- Partnering directly with the Head of Design and Lead Engineers to provide strategic brand consulting, ensuring visual identity and user interface consistency across emerging AI platforms.

Duke University OIT, User Experience & Accessibility Design Intern

Jan 2026 - Present

- Leading user research initiatives to evaluate current Duke University digital resources, identifying pain points and proposing evidence-based improvements for student and faculty interfaces.
- Developing and optimizing university web properties by implementing **user-centered design (UCD)** principles to enhance site navigation and accessibility.

Stellar Labs, UI/UX Design Intern

May 2025 – Sep 2025

- Designed **wireframes using Figma** for a contextual, memory-based AI assistant to help users manage their finances more accessibly, reducing friction and improving user retention.
- Led design of onboarding workflows from **ideation to delivery**, resulting in shipping new features 2 weeks early.
- Conducted usability testing on **30+ diverse users** to validate design decisions and iterate based on user feedback.

Chordify, Product Design Intern

June 2024 – August 2024

- Created detailed wireframes for a Learning Management System to ensure seamless navigation and **accessibility**.
- Collaborated closely with cross-functional teams, including **developers and product managers**, to align on design feasibility and meet project timelines, ensuring smooth execution of deliverables.
- Implemented a modern design system, standardizing UI elements and interactions to deliver a cohesive and consistent platform experience.

tulip. (Tech Startup), Co-Lead UX Designer

December 2023 – May 2024

- Co-led high-fidelity designs for a new startup, which allows users to invest in boroughs of real estate properties.
- Presented product vision and UX-driven user flows to **20+ investors** at the Cozad New Venture Challenge, effectively communicating usability benefits and securing stakeholder interest.
- Collaborated with engineers and product leaders to deliver responsive prototypes and flows, aligning usability, accessibility, and business goals.

ADDITIONAL EXPERIENCE

Undergraduate Teaching Assistant (TA)

Jan 2025 – May 2025

- Assisted professors in course preparation, including creating and organizing instructional materials and grading assignments and projects for **50+ students**, ensuring smooth delivery of coursework and timely feedback.
- Managed administrative tasks such as attendance tracking, maintaining records, and communication with students via email and Canva to streamline class operations and improve information flow.

Business Intelligence Group (BIG), Consultant

October 2023 – May 2024

- Led user research and usability testing, enhanced UX for our client, and improved product usability while working in a team of 8 consultants.
- Curated multiple strategies and business models for our client to improve in flight medical emergency situations that directly addressed an estimated **108,000 to 585,000 emergencies annually**.

SKILLS

Certifications: Google UX Design Certificate

Design + Research Skills: Wireframing, Prototyping, Storytelling, User Research, Usability Testing, Interaction Design

Tech Tools: Figma, Sketch, Adobe XD, Adobe Creative Cloud, Miro, Photoshop, Canva, Microsoft Office, Azure, HTML/CSS, Python, SQL, Tableau

Soft Skills: Organization, Time Management, Communication, Design Rationalization