

# ANUSHKA RANE

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## EDUCATION

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**University of Southern California** | Iovine and Young Academy | Dean's List Merit Scholar August 2024 - December 2027  
BS. Arts, Technology, and the Business of Innovation; Minor in Computer Programming 3.81/4.0  
**Relevant Coursework:** Product Design & Management, HCI, Startup/VC, Design Strategy, Creative Tech, Data Structures

## LEADERSHIP & INVOLVEMENT

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**Product Designer** | LavaLab Feb 2026 - Present

- Leading end-to-end design of a cafe operations platform, defining user flows, dashboards, internal tooling, and brand storytelling to streamline inventory and ordering workflows for small businesses
- Selected as 1 of 7 designers to collaborate cross-functionally with PM and developers to launch a startup MVP through conducting customer discovery, user research, defined product requirements, and onboarding early users

**UI/UX Project Manager, Interface Designer** | Innovative Design Sept 2025 - Present

- Led design of dashboard interfaces, learning modules, and web experiences for an ed-tech startup and social impact nonprofit, translating complex product requirements into intuitive, user-centered systems
- Facilitated client feedback sessions and design reviews, using structured problem-solving and prioritization to turn stakeholder and user insights into UX flows, wireframes, and interface architecture that enhanced usability and engagement

**Digital Designer** | Troy Labs Jan 2025 - Jan 2026

- Produced detailed ground-up visual design systems including logos & typography, animated investor pitch decks, landing pages, and social media graphic design for 2 of USC's top SaaS and CPG startups
- Supported product features development process by translating business ideas into user-centered design solutions informed by market research and competitive analysis

## PROJECTS

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**Product Designer** | Nora Music May 2025

Produced onboarding and profile UX design flows for a music fandom startup make the "IMDB for music fans", creating 20+ high-fidelity mockups screens and interaction patterns that balance playful engagement with structured data visualization

**Data Science, Mobile & Web Development Scholar** | Kode with Klossy Jun 2021 - Jun 2023

Built impact-driven apps and websites across environmentalism, mental health, and cultural representation, including youth climate-anxiety app recognized by Congressional district app challenge across Python, HTML/CSS/JS, and Swift.

## WORK EXPERIENCE

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**Natural Language Processing Research Intern** | USC SHINE Jun 2023 - Jul 2026

- Evaluated commonsense reasoning in large language models by analyzing sentiment classification performance on BERT and transformer-based NLP methods. Identified limitations in model understanding of social dynamics (e.g., power, intent, context), informing opportunities for more context-aware AI systems
- Presented findings and proposed applications for improving human-centered AI interactions and model reliability

**Founder** | Bunbun Studios Aug 2020 - Dec 2022

- Launched an e-commerce brand selling hand-designed stationery, creating end-to-end user experience from product discovery through online presence to purchase
- Conducted market analysis and audience research to drive growth (1.6K+ followers, 8 creator partnerships)
- Used customer feedback and sales data to iterate on product ecosystem and branding strategy

## ADDITIONAL

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**Professional Skills:** Product Design, UI/UX, Design Systems, Frontend Development, Data Analysis, A/B Testing, Prototyping

**Technologies:** Figma, Adobe Creative Suite, Framer, React/Next.js, C++, Rhino, SQL, Java, Pytorch, APIs, Colab/Jupyter, Git

**Awards:** Gold Presidential Volunteer Award, Nancy McMullen Art Scholarship, "Best App" Congressional App Challenge

**Certifications & Training:** Inside LVMH Luxury Product Creation, Introduction to Tensorflow for AI Deep Learning