ESHITA AKELLA

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PROFESSIONAL SUMMARY

Product and UX designer with 2+ years experience across web, mobile, and immersive. MA in Human Experience Design from CSULB. Works end-to-end from research and concept through high-fidelity prototypes and shipped, working builds. Comfortable in ambiguity, fluent in AI-assisted workflows with Claude Code and Cursor, and drawn to products where design is the differentiator.

SKILLS

Design: Figma (components, variables, auto layout), Design Systems, Component Libraries, Interaction Design, Prototyping, Wireframing, User Flows, Information Architecture, Visual Design, Typography, Responsive Web and Mobile Design, Accessibility (WCAG AA), Developer Handoff, Motion Design, Adobe Creative Suite, Adobe Firefly
Research: User Research, Usability Testing, User Interviews, Surveys, Journey Mapping, Competitive Analysis
AI & Build: Claude Code, Cursor, Lovable, Figma Make, Prompt Engineering, AI-Assisted Prototyping, Figma-to-Code, Supabase, ml5.js, Electron

EXPERIENCE

Research Assistant *Immersive Design Research Lab, CSULB | Long Beach, CA* *Jun 2025 to May 2026*

- Prototyped human-centered experiences with cross-functional teams across interaction, sound, and spatial design
- Facilitated weekly research and ideation sessions from raw concept through usability testing and iteration
- Shaped project pitches and coordinated lab events, bridging academic research with real-world application

Product Designer *Syoft | Hyderabad, India* *Sept 2023 to May 2024*

- Established a design process from scratch for a 3-person team, defining workflows, review structures, and handoff standards that reduced back-and-forth with cross-functional engineering partners
- Led 5+ website redesigns end-to-end, improving user flows, responsive layouts, and shared design system components across client products
- Created brand identity systems for 6 clients including logo, typography, color, and component guidelines

Creative Designer *Akella Agro | Hyderabad, India* *Jun 2023 to Jul 2024*

- Contributed UX/UI design and visual assets to the company's mobile app, cataloguing 150+ products across 4 categories
- Launched the company's Instagram, taking 90+ posts and 45+ reels from concept to final design, including festive campaigns
- Designed packaging for 30 products across subsidiary brands Frozella and Solar Delights using Adobe Firefly generative AI
- Rebranded the company with a new logo and brand guidelines adopted across all communications
- Reworked the physical store layout and in-store experience to increase walk-ins

FEATURED PROJECTS

Composture | *Product Design + Build* *Figma, ml5 BodyPose, Electron, Claude Code*

- Designed and shipped a 0 to 1 desktop posture app end-to-end, Figma through working build, after research showed existing tools get disabled for interrupting users
- Prototyped ambient, timed feedback in place of alerts, with a 10 second recovery window and a fail state at 30 seconds, built to WCAG AA with a reduced motion mode

Whisp | *Immersive Experience* *Unreal Engine 5, Convai, Arduino* Try It!

- Built a solo immersive self-reflection environment in UE5 with a Convai voice AI agent and Arduino input, refined through usability testing across iterations

Mirae | *Product Design* *Figma, Lovable, Claude Code*

- Owned end-to-end product design for a beauty app, from 20+ user surveys and competitive analysis through information architecture and wireframes to a live, deployed prototype

EDUCATION

California State University, Long Beach *Aug 2024 to May 2026*
Master of Arts in Human Experience Design · Focus: Design Thinking, Systems Thinking, Human-computer Interaction

Jawaharlal Nehru Architecture and Fine Arts University, Hyderabad *Sept 2019 to Mar 2024*
Bachelor of Fine Arts in Animation