

# Manya Bhaskara

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## Summary

Empathetic **UX Researcher & Communication Strategist** with a background in digital design, behavioral analysis, and storytelling. Skilled in qualitative and quantitative research, synthesizing insights, and transforming data into actionable design recommendations. Passionate about understanding human behavior and improving everyday experiences through empathy, usability, and clear communication.

## Education

Masters of Arts in Communications  
Arizona State University, Phoenix, AZ

**May 2026**

Bachelor of Science in Graphic Information Technology  
Arizona State University, Phoenix, AZ

**May 2024**

## UX Research & Design Projects

**Matcha Magic Mobile App – Freelance UX Case Study**

**April 2025 – July 2025**

- Led user research, persona development, and usability testing to enhance matcha café discovery.
- Created low- and high-fidelity prototypes in Figma focused on clarity and engagement.

**Dutch Bros App Redesign – Mini UX Project**

**October 2024**

- Conducted heuristic evaluation and competitive analysis to assess usability challenges.
- Proposed visual redesign aligning brand personality with functionality.

**Starbucks Sips Website – Senior Project**

**January 2024 – March 2024**

- Designed and developed a custom Starbucks beverage website highlighting hidden menu items with a focus on accessibility and navigation.
- Delivered a polished prototype integrating photography and responsive design principles.

**MyCloset UX Case Study – Graduate Research Project**

**April 2023-September 2023**

- Interviewed young professionals to uncover barriers in digital wardrobe organization.
- Created affinity maps, personas, and user flows to synthesize behavioral patterns.

## Professional Experience

**Beauty Advisor, Sephora, Frisco, Texas**

**March 2025-Present**

- Assist and apply makeup using different techniques while educating the products to customers and contributing towards my sales goal each hour.

**Shift Supervisor, Starbucks, Frisco, Texas**  
2025

**September 2020-February**

- Increased customer connection score by 50% by creating an inclusive and welcoming environment

## Community Development

**Adult Volunteer, Frisco Public Library, Frisco, Texas**

**March 2022-Present**

- Reorganized 8,000 + books and supported storytelling events promoting literacy.

## Skills

**Languages:** Fluent in English and Spanish

**Research Methods:** Interviews, Surveys, Usability Testing, Heuristic Evaluation, Affinity Mapping, Persona Development

**Tools:** Figma, Miro, Google Forms, Excel, Canva, Adobe XD

**Other:** Communication Strategy, Behavioral Analysis, Empathy-Driven Design